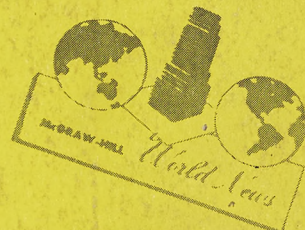


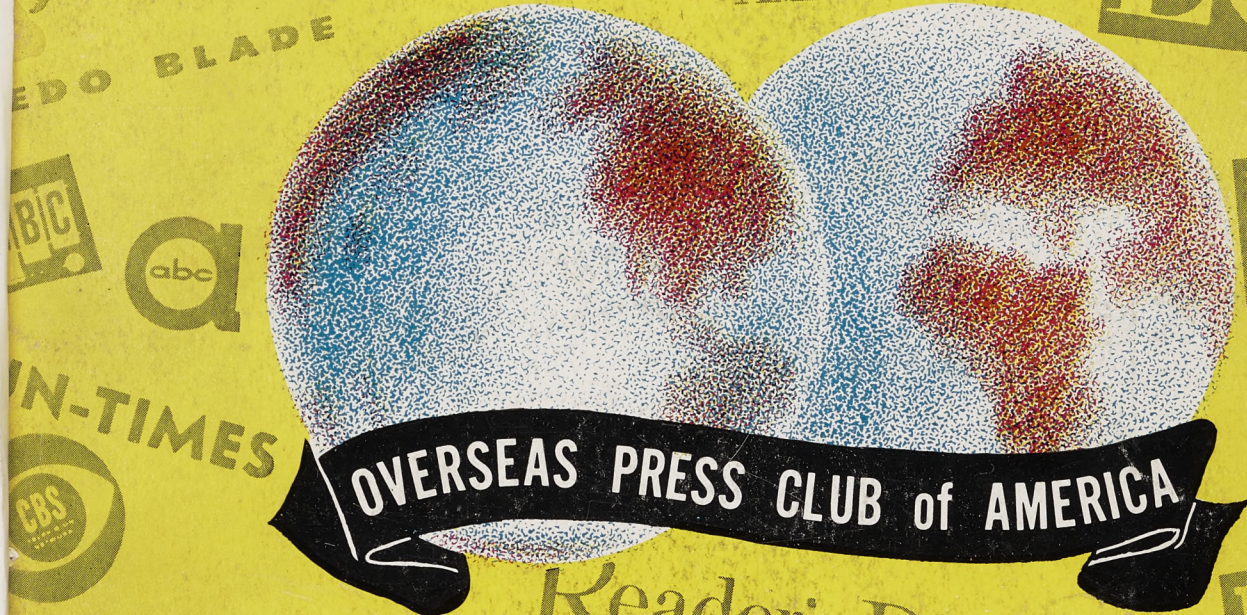
The Philadelphia Inquirer The Cleveland Plain Dealer
Chicago Tribune The Columbus Dispatch San Francisco Chronicle

DATELINE

The Washington Star
The New York Times
The AMERICAN WEEKLY



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This Week
MAGAZINE

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Reader's Digest

1958

NEW YORK
Herald Trib

TIME

The Washington Post
Times Herald

New York World-Tele
The Sun

DAILY NEWS
NEW YORK'S PICTURE NEWSPAPER

New York Mirror

New York Post

Journal NEW YORK
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LIFE

bit by bit

...a big job
is being
done



Photo by Fritz Henle

A world of people—there is more to industrial art than picturing plants and pipelines, or ships and drilling rigs. Industry means people, too. Nearly two million persons hold jobs in the petroleum industry. Hundreds of thousands more have a direct interest in the industry through their investment in oil companies or their ownership of petroleum lands.

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ODE TO AN OVERSEAS PRESS CLUB

If we ever wax complacent
over matters circumjacent,
 we can count on you to stop us on the spot
and to wake us up, these mornings,
with a stream of wired warnings
 that our world is going rapidly to pot.

It's an easy thing to scare us
with a bulletin from Paris
 where their premiers are fired pour le sport.
And our kneecaps turn to jelly
when dispatches out of Delhi
 say that Inja's listing just a bit to port.

Your reports on the Egyptians
give us regular conniptions
 as they try to swallow up the Middle East.
And the status quo, accordin'
to communiques from Jordan,
 is a shaky status quo, to say the least.

Wires hum, and Royals rattle
when the Russkies launch a satel-
 lite—we wonder how they got it up so soon!
Then before we can absorb it,
there's another up in orbit—
 and we start to wonder when they'll hit the moon!

You are there when rebels plan a
daring venture in Havana;
 You are there when Latin chiefs are overthrown.
You can shake us up or shock us
from Korea or Caracas
 in the length of time it takes to dial a phone.

But although the portent's fearful
(and then even when it's cheerful)
 when it comes to news reporting, you're the best!
So wherever you're en route, you
may be sure that we salute you—
 And that come what may, we'll never be de-Pressed!

...with best wishes from **ABC**



Outer Mongolia"—One of 12 color photographs by Lisa Larsen—LIFE, July 22, 1957

OVERSEAS PRESS CLUB ANNUAL AWARDS WINNER

1957-1958

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LIFE

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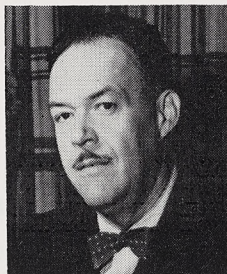
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Officers of the Club

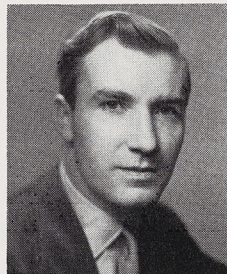
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Thomas P. Whitney



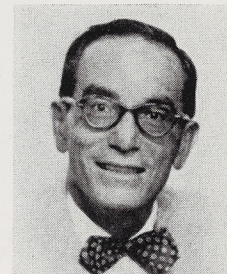
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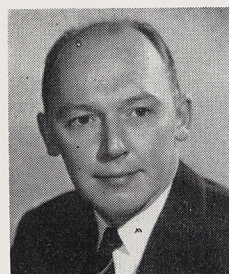


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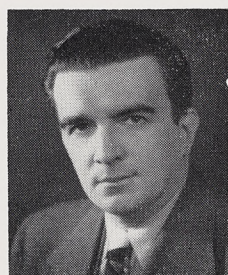


Inez Robb

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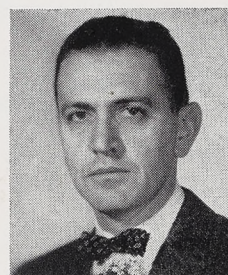
Bill Safire



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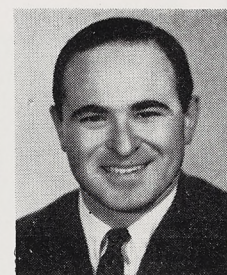
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In Memorium

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 GENE SYMONDS—Singapore 1955
 JOHN G. DOWLING—Paraguay 1955
 DAVID SEYMOUR—Suez 1956
 CAMILLE CIANFARRA—At Sea 1956

THE WHITE HOUSE
WASHINGTON

March 25, 1958



Dear Mr. Brown:

It is always a pleasure to send greetings to the members of the Overseas Press Club of America gathered in their Annual Awards Dinner.

For the strength of our economy, for the richness of our culture, and for the defense of free men everywhere, our national interests are deeply involved in the lives and fortunes of our neighbors around the world. It is therefore essential that our citizens be kept alert to the affairs of people outside our borders so that they may continue to grow in understanding and in appreciation of the interdependence of mankind.

This is the basic assignment of our reporters serving overseas, and I believe they are fulfilling it in the finest tradition of American journalism.

Sincerely,

Dwight D. Eisenhower

Mr. Cecil Brown
President
Overseas Press Club of America, Inc.
35 East 39th Street
New York 16, New York



Overseas Press Club of America, Inc.

35 East 39 Street, New York 16, New York, Phone: MUrray Hill 6-1630. Cable: OPCLUBAM

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TREASURER: A. Wilfred May

VICE PRESIDENTS: Thomas P. Whitney
Richard de Rochemont
Cornelius Ryan

April 21, 1958

Dear Fellow Members:

The Awards Dinner of the Overseas Press Club, to which I extend you the heartiest welcome, marks a stirring milestone in OPC history.

This Nineteenth Annual Awards Dinner brings together so many of our members and friends, united in fellowship and common purpose. It is truly a happy occasion for all of us.

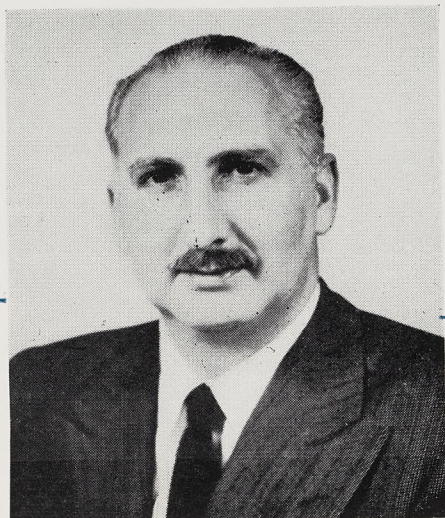
It is also the moment when we pay tribute to our colleagues who have spent countless moments during the past year achieving outstanding and memorable accomplishments in their function of informing the people of the fateful events of our time.

But in a larger sense, the Annual Awards Dinner is a tribute to all those who serve in the entire field of communications.

It is the dedicated purpose of the Overseas Press Club of America to zealously promote freedom from censorship, access to information and the right to communicate it, so that the right of the people to know shall be preserved.

Fraternally yours,

Cecil Brown
President

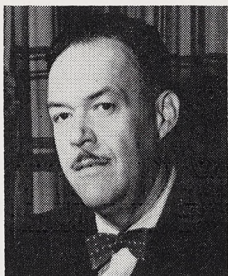


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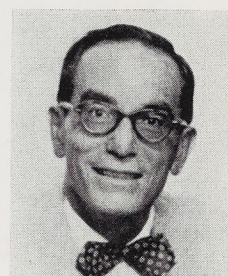
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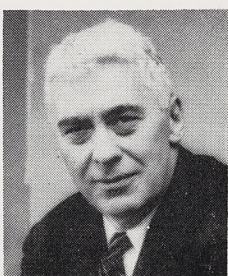
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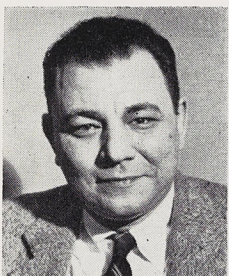
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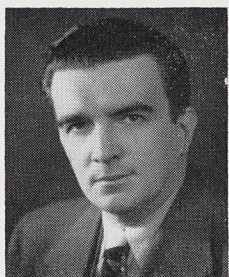


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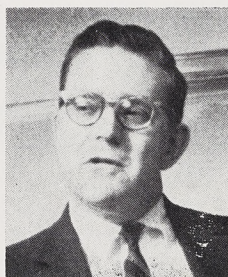
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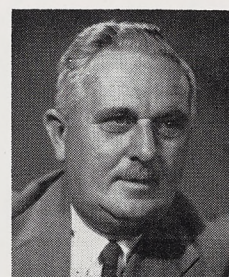
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In Memorium

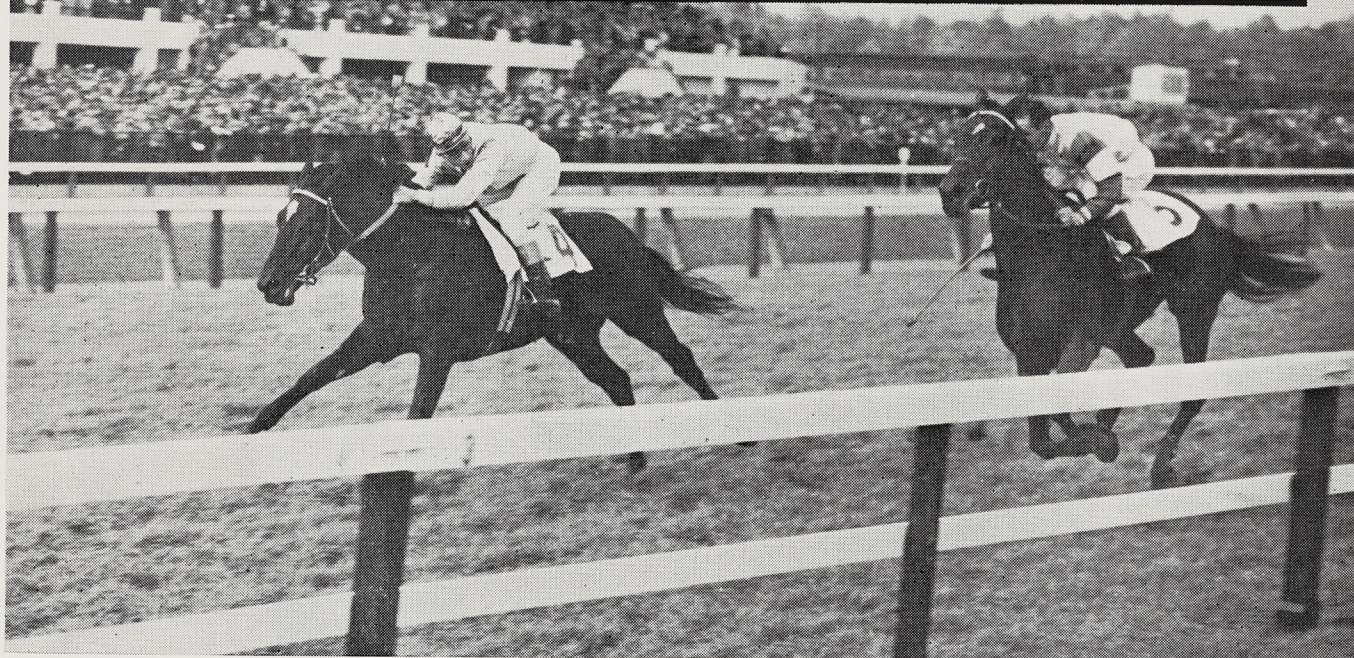
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Washington D.C. International

one of the most exciting races of our time



Eddie Arcaro rides C. V. Whitney's Fisherman to victory in 1954 International.

WASHINGTON, D.C. INTERNATIONAL RACE WINNERS

1952
England

1953
France

1954
U.S.A.

1955
Venezuela

1956
France

1957
U.S.A.

Launched only 6 years ago, the "Washington, D. C. International" race has already won a place among the great racing events of the world . . . and captured the imagination of race-goers everywhere. This race, through the medium of modern air-transport, brings together the classic winners from countries around the globe to match their prowess against each other under equal conditions to all. Run on turf, this event is an invitational affair, with both foreign and American contenders hand-picked by an International Committee. They must be winners of important races and possess outstanding records.

No better tribute could be given the "Washington, D. C. International" than when a world-wide committee of horsemen rated it with the King George VI and Queen Elizabeth stakes at Ascot and the Arc de Triomphe at Longchamps as the three leading races in the international field, thus giving it the distinction of being America's foremost turf race. From the beginning, it has been clear that the "Washington, D. C. International" had magnetism, dignity and the essence of a true thoroughbred classic. It has been enthusiastically received everywhere. And this enthusiasm has increased year by year . . . promising that this race, the seventh edition, will add another exciting chapter to the annals of racing history.

**Tuesday, November 11th . . . 7th Running of the
\$100,000 "WASHINGTON, D. C. INTERNATIONAL"**

at the Laurel Race Course, Laurel, Maryland.

John D. Schapiro, President

Joseph T. Cascarella, Exec. Vice Pres.



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ERLE STANLEY GARDNER



MANUEL KOMROFF



WESTBROOK PEGLER



DAN PARKER



STUART CLOETE



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BERNARD BARUCH



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Harry V. Wade, Editor, The Detroit News

*Dear
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Sincerely,

The Reader's Digest

PLEASANTVILLE, NEW YORK

PRESIDENTS and the PRESS



by HARRY S. TRUMAN

*An Ex-President Relates
the Problems of former chief executives
and the press of their day.*

● FREE government cannot exist without freedom of speech and freedom of the press. But let us always remember that these freedoms carry with them great responsibilities. Decency and consideration of the rights of others for example, are, of course, fundamental. On the other hand, let us never encourage those who seek to abridge freedom of speech and freedom of the press on the pretense that some have abused them.

The idea of a free press originated in the first ten amendments of the Constitution of the United States. These ten amendments were passed in 1790 the year after the original constitution had been adopted, and they were due to the efforts of some of the people who sincerely believed that people ought to be allowed to say what they pleased, when they pleased—just as long as it did not fundamentally injure anybody. Now the same thing ought to be true of those who are in the business of distributing information.

I have made some study of the Presidency of the United States—the greatest office in the history of the world. And it has always interested me that the relations between each President and the press have never been what you might term good.

Let's start off with George Washington. According to the press at the time of his holding office, Washington was probably the greatest scoundrel in the United States. (If you don't believe me, go down to the Library of Congress and turn over the pages of some of the great papers of those days.) This has been true of nearly every President who has held office.

You know, I think it has been a good thing—even up to this day—that people in public office have difficulties with the press. If you read back through history you will find that no President who hasn't been roundly abused and accused of everything under the sun has ever in the long run been considered a good president. The truth seems to be that if you fellows don't needle a President enough to get him mad enough to do something—then you don't have an executive capable of action.

The most abused men are the ones we think most of today. And I can name some of them for you—in particular, Abraham Lincoln. He abolished slavery and he did everything that had to be done to save the Union. Then along in November, 1863, after the battle of Gettysburg, he made his celebrated address. Now ask anybody who delivered the principal address that day and nearly everybody will tell you it was Abe Lincoln. That's not true. A fellow by the name of Edward Everett from Massachusetts made the principal speech that day—and it took him two hours to do it. But

let's take how it was reported. The Chicago Tribune, for example, printed a whole front page with Edward Everett's speech on it and in a corner down at the bottom it recorded that the President had also spoken. It said that the President of the United States, as usual, had made an ass of himself.

But in the long run, the truth and magnificence of Lincoln's address came out.

General Grant didn't have any opposition while he was President. The newspapers all seem to have supported him until along about 1876 when for some reason or other they got mad at him. I wonder if you fellows know that the papers that year tried their best to get General Grant impeached. They didn't succeed, but he wasn't elected the next time. If you remember, they elected Hayes.

Grover Cleveland had a thundering time with the press. He used to hide from them. On his honeymoon he went up to Pennsylvania—I think it was somewhere on the Delaware river—and tried to conceal himself from the Fourth Estate. But it was no use. When the reporters finally found him, President Cleveland tried his level best to whip them, but he couldn't catch them. He was too fat.

Theodore Roosevelt had a great time with the press, too. He was the first man, I think, who had what you might call a press conference. He used to give special items to certain reporters, and then, on occasion, he would sometimes call in two or three and hold what we now would call a press conference.

But the first real press conferences were held by Woodrow Wilson who knew more about the government of the U. S. than any President we have ever had. He wrote the history of the government and set out what the executive ought to do. When he became President he tried his best to follow through, but he had much trouble toward the end of his second term because he had so much opposition from the press and the misrepresentations of the so-called wilful men in the Senate.

If you understand this relationship between the various Presidents and the press, you'll realize that one of the reasons for a free press is to prevent men who have power from overdoing the job—and even unknowingly taking away the freedoms from the common, everyday man, who has no protection and no pull at the source of government.

Like other Presidents, I often felt angry with the press—and I still do get put out with you

(Continued on page 70)

CC

CCI PUBLIC RELATIONS ...AND ITS STAFF

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Winners Of The 1957-58 Overseas Press
Club Awards**

COMMUNICATIONS COUNSELORS, INC. is proud
of its role in communications, of its staff of more than
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The Hearst Task Force (right, bottom to top, William Randolph Hearst Jr., Frank Conniff and Bob Considine) face-to-face with Nikita Khrushchev during their three-hour and 35-minute interview at Communist Party headquarters in Moscow.

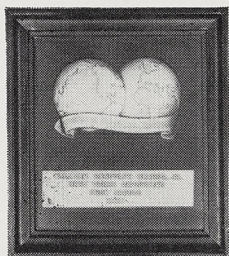
"The 'task force' comprised of William Randolph Hearst Jr., Bob Considine and Frank Conniff did an outstanding job in its report on Soviet Russia. They pooled their talents to produce a solid, comprehensive, significant and intensely interesting reportorial achievement, distinguished by clarity of thought, writing and analysis. The sidebar feature articles afforded not only intimate glimpses of Russian life, but added to the understanding of such higher-level subjects as official Soviet policy.

"Their effort has made Russia less an enigma and more of a reality to the American reader. It meets the highest standards of American Journalism."

MICHAEL A. GORMAN

Editor, Flint (Mich.) Journal

BEST PRESS REPORTING FROM ABROAD -1957



The Hearst Newspapers

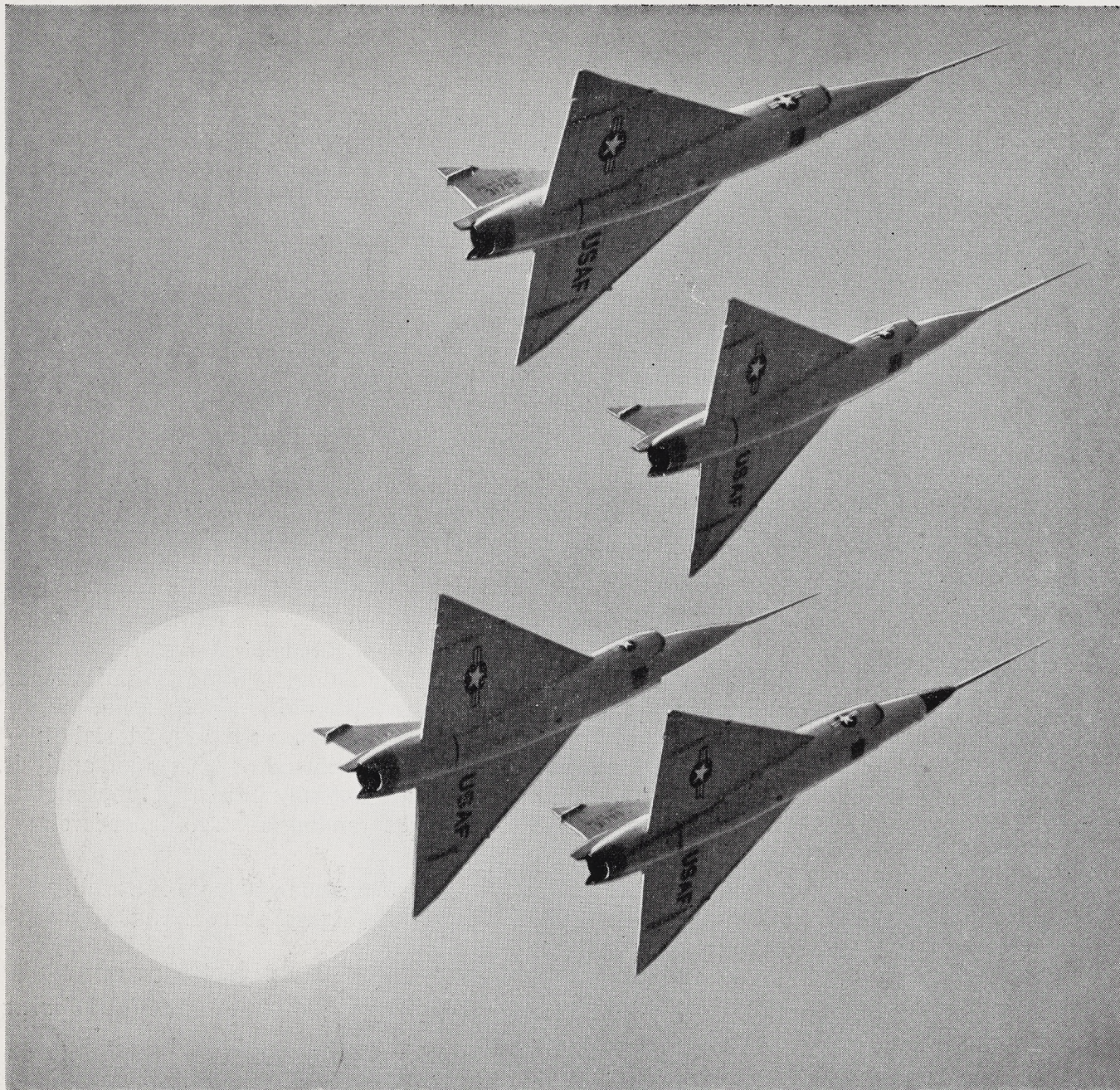
ALBANY TIMES-UNION • BALTIMORE NEWS-POST AND SUNDAY AMERICAN
BOSTON RECORD-AMERICAN AND SUNDAY ADVERTISER • DETROIT TIMES
LOS ANGELES EXAMINER • LOS ANGELES HERALD-EXPRESS
MILWAUKEE SENTINEL • NEW YORK JOURNAL-AMERICAN
NEW YORK MIRROR • PITTSBURGH SUN-TELEGRAPH • SAN ANTONIO LIGHT
SAN FRANCISCO CALL-BULLETIN • SAN FRANCISCO EXAMINER
SEATTLE POST-INTELLIGENCER

The Hearst Radio and TV Stations

BALTIMORE WBAL, WBAL-TV • MILWAUKEE WISN, WISN-TV
PITTSBURGH WCAE, WTAE-TV (on air September 1958)

The Hearst Wire and Photo Services

INTERNATIONAL NEWS SERVICE • INTERNATIONAL NEWS PHOTOS



PLANES THAT OUTPACE THE SUN...

Like Joshua, America's newest jets make the sun stand still... fly at speeds that "set back the clock"... "arrive before they start."

But such success breeds ever greater problems. For example, fuels and lubricants are whisked from tropic heat to frigid stratosphere. Fiery jets and sensitive controls

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Still

"ONE PICTURE IS ^A WORTH TEN THOUSAND WORDS"...
IN ANY LANGUAGE!



HAMILTON WRIGHT ORGANIZATION, INC.
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Specialists in Foreign Government Publicity

1908 - OUR FIFTIETH ANNIVERSARY - 1958

The Correspondent's Fund

by JOSEPH J. WURZEL, Treasurer of the Fund



● IN ITS 19 years, the Overseas Press Club has won distinctions galore: it commands prestige at home and aboard; its membership has vast influence and an amazing number of listings in "Who's Who in America"; its new home, the Memorial Press Center at 35 E. 39th Street, is a national institution.

But above and beyond these distinctions stands another which may be unique in press club affairs: the OPC, although its administration worries about current operating deficits, actually has neither debts nor mortgages nor debentures. It has cash in the bank. This is a handsomely solvent press club—and, as the man said, you don't hardly never get that no more!

All this could not have happened except that the OPC has something else—an auxiliary organization called The Correspondents Fund, which was organized 15 years ago solely to provide emergency financial assistance to foreign correspondents who have come upon hard times. The Fund performs its charitable tasks in confidence. The names of those aided are never revealed, but the types of cases the Fund helps are known and a recent *Overseas Press Bulletin* listed 15 of them. Here are just three:

A foreign correspondent, for many years with a national magazine, was out of work and ill, with medical expenses of around \$1,500, no insurance, a child in school. He applied for and received a substantial grant.

A war correspondent's widow went to work to give her hero-husband's children a college education after war clauses invalidated much of his insurance. Then she became ill and applied for aid so that available cash could go to pay college costs. The Fund paid all medical bills not covered by hospital or surgical insurance.

A veteran correspondent, out of work and penniless, needed emergency hospitalization. The Fund underwrote the entire expenses on a weekly basis including around-the-clock nurses, doctors, a surgeon, an anæsthetist, to a total of \$4,000.

The judges of need are the Fund's trustees—and these have included such eminent men as H. V. Kaltenborn, Lowell Thomas, Otto Tolischus, Bob Considine, Hal Boyle and Edward R. Murrow. Its

Some Details on a Never-Ending story

where Secrecy is Practised and Censorship Condoned

president now is the General Secretary and Assistant General Manager of Associated Press, Lloyd Stratton. Its present trustees include John Daly, Richard de Rochemont, John Barkham, Louis P. Lochner, Lucian Kirtland and John T. McGovern. In a wry, backhand tribute to the apparent seniority of the Fund's trustees—and more particularly to the fact that their trusteeships are *not* created in the Club's frantic annual elections—the Fund has occasionally been called "The House of Lords".

Now, in the heyday of the Overseas Press Club, the Fund continues to fulfill its original charitable purpose more actively than ever. But for the past six years, the Fund has occupied a position of fresh importance in OPC affairs.

In my own memory book, the day that really mattered was October 23, 1952. That was near the climax of the first Eisenhower election campaign, and it was ten months after the first proposal for creation of the Memorial Press Center was made to the Club's Board of Governors. During those critical ten months, buildings in several areas of mid-town Manhattan were inspected and priced, and a plan for raising money was patiently developed. In April the "father" of the memorial building proposal, Bill Gray, had become President of the Club and the challenge facing his administration was to make good on the unprecedented commitment to raise the money needed to build the Memorial Press Center, probably \$300,000. (The Club's treasury then held less than \$15,000.)

Now, on this October morning, Bill Gray and I met at the Associated Press Building for a crucial appointment. When it was over we would know whether or not the big project had any real chance of succeeding. The appointment had been arranged by Lloyd Stratton. We were there to seek much-needed counsel from AP's attorney, Arthur Moynihan.

As we unfolded the grandiose project and our program for raising money, we were nervous and may have sounded unconvinced ourselves. Moynihan asked for some amplification, then there was dead silence for a minute or more. At last he spoke, somewhat skeptically yet deliberately: "Possible, yes it's possible. But I would like you to talk to my partner Frank Wachsmith about the tax law

before you go any further."

This was Frank Wachsmith's introduction to the rare world of the Overseas Press Club, and he seemed properly cautious and quizzical. Yes, he had heard that newspapermen were screwballs in fiscal affairs. But he could find no major flaws in our approach to our problem.

The approach was simple and constructive: The Club would raise the money for the Correspondents Fund, with that charitable foundation agreeing to use its windfall to create the Memorial Press Center. This would make it possible for donors to deduct contributions to the Fund for income tax purposes—an essential step in any fund-raising project. With this approach, we felt, we had a triple winner: (1) The money could be raised. (2) The OPC's new home would be created as a living memorial to war correspondents who died abroad. (3) The Club's own charity would obtain a steady source of income for the first time: As owner of the Memorial Press Center, the Fund would rent favorably to the Club and would receive a regular rental to increase the endowment from which it makes its grants to such needy cases as those already described.

Wachsmith agreed to take the plan to Internal Revenue in Washington for the vital deductibility ruling which would permit us to start raising money with no fear of trouble later. The effort was scheduled to commence as soon as the excitement of the Eisenhower-Stevenson contest was over, with Edward R. Murrow and Patricia Lochridge Hartwell as co-chairmen of the fund drive and Clare Boothe Luce as its treasurer. On November 5, 1952, Wachsmith dispatched his six-page presentation to the Internal Revenue Service in Washington.

Meanwhile, other vital pieces had to be fitted into the jig-saw puzzle. First the Club's officers had to convince the Fund's trustees that the plan was sound and desirable. The Fund, it should be emphasized, is a separate corporation, required under the New York law for Charitable Beneficiary Organizations to operate independently; its trustees are not part of the Club's government (although all but one, the Fund's attorney, are Club members).

(Continued on page 72)



AGAIN

America makes SAS one of the

"BIG 3"

to **EUROPE**

3rd Year in a Row . . . The latest figures are in. By actual passenger count, America *again* makes SAS one of the "Big 3" between this country and Europe. And that's with 12 scheduled airlines to choose from! Such popularity is shining proof of the speed, splendor and warm-hearted hospitality you enjoy on SAS to all Europe.

SAS ROYAL VIKING DE LUXE . . .
 DC-7C speed, Continental cuisine, caviar, champagne, spacious berths or stretch-out SAS Dormette Seats. Travel is a handful of splendid hours aboard this all first class service.

EXTRA CITIES AT NO EXTRA FARE.
 This bonus includes London, Paris, Rome, Brussels, Copenhagen, up to 17 extra cities at no extra fare.

See your travel agent or call SAS.



The Global Airline

638 Fifth Avenue, New York 20, N.Y.

The Rose *

* A subverbal form of communication.

The rose corsage given to a dinner partner . . . the box of roses sent to a hospitalized friend . . . the bouquet presented to a beauty queen . . . or the single rose a youngster pins on his girl . . . all these express thoughts that are universally understood.

Though on a subverbal level, this form of communication has been used down through history by the peoples of all nations.

A joint Congressional bill to name the rose America's official flower states: the Rose has "long represented love, courage, loyalty and devotion and has become an international symbol of peace."

Long Ago

Cleopatra received Marc Antony on a carpet of rose petals eighteen inches thick . . .

The pool in front of the Taj Mahal, the Mohammedan monument to love, was covered nightly with rose petals so that the Shah's wife could bath in their fragrance . . .

In the Wars of the Roses, the houses of York and Lancaster used a white rose and a red rose to express loyalty to a cause for which they were prepared to die . . .

George Washington, it is reported, hybridized the first American rose and named it Martha Washington after his wife . . .

And according to legend the Grant rose with its incurving petals of blood red sprang up at the spot where in 1836 Settler John Grant, his youthful wife and child were massacred by Seminole Indians . . .

Today

The rose comes first among America's 40,000,000 gardeners. (In a 1950 Gallup Poll nineteen out of twenty Americans named the rose their favorite flower.)

Roses are being used throughout the country not only in bed plantings but as aids in landscaping. Floribunda Rose hedges provide masses of color from June to fall frosts; single or grouped Floribunda Roses brighten foundation plantings around America's new suburbia while Climbing Roses cluster about doorways or sprawl along fences from the Atlantic to the Pacific. And now industry has begun to use rose plants in factory and office landscaping as a part of their community relations.

An estimated 75,000,000 rose plants are sold annually in the United States.

The largest single source of roses is the Jackson & Perkins Company. From its 6,000 acres of rose fields in New York, California and Arizona come an annual crop in excess of 10,000,000 plants.

The Future

While the rose is the symbol of perfection, hybridists never cease in their efforts to develop improved specimens. In the Jackson & Perkins research centers at Newark, New York, and Pleasanton, California, new roses are being developed that promise to add lustre to the roster that already includes such all-time rose greats as: Fashion, Vogue, Ma Perkins, White Bouquet, Fusilier, Gold Cup, Spartan and Golden Masterpiece. These are a far cry from the species roses (30 of the world's 200 species roses are native to America.) or the fossilized blossom that tells us a rose plant bloomed at Crooked River, Oregon, 35,000,000 years ago.

The rose is the major product of:

Jackson & Perkins Company

Newark, New York

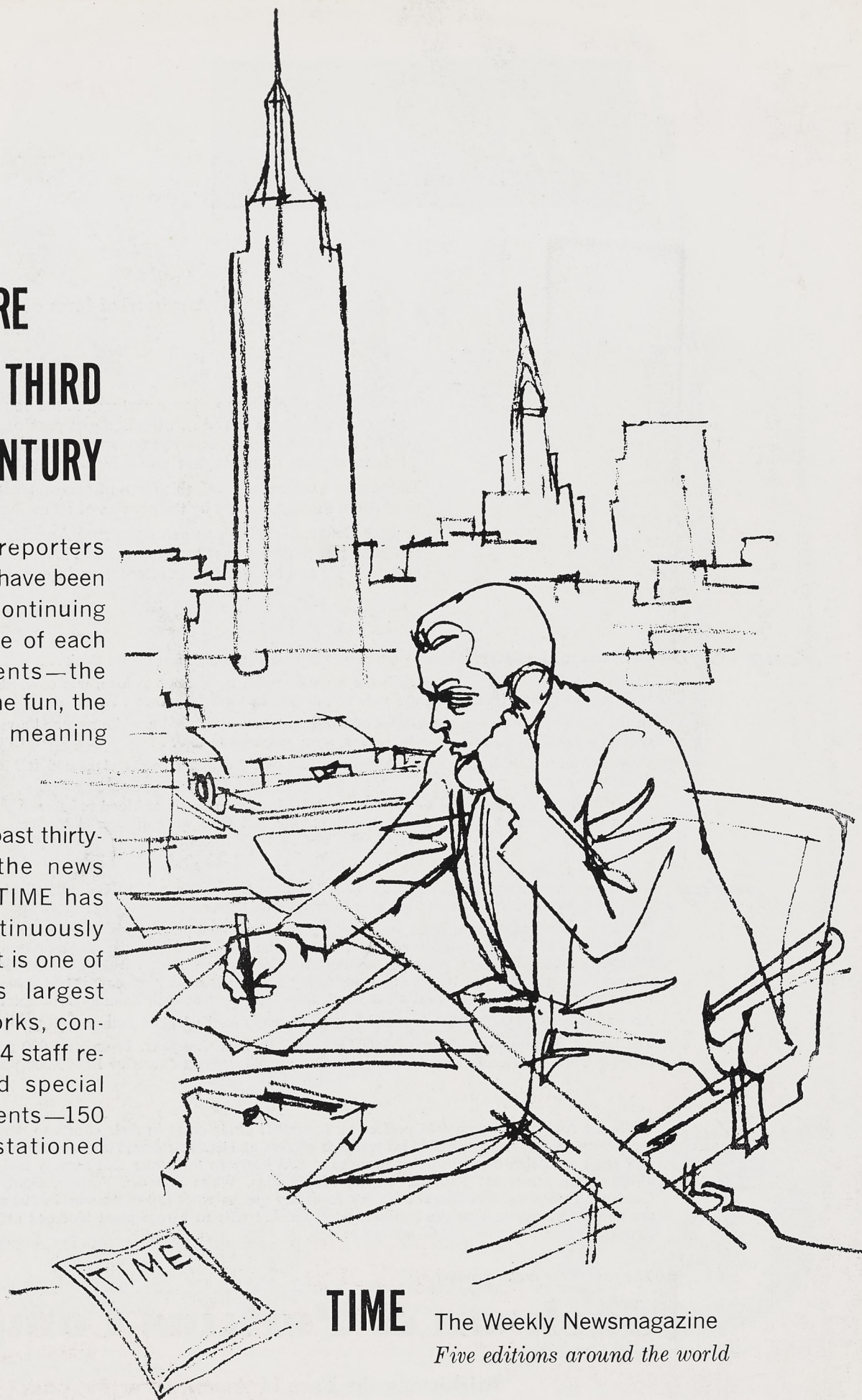
Worlds Largest Rose Growers

"Brightening the Face of America For 86 Years"

FOR MORE THAN A THIRD OF A CENTURY

TIME's reporters and editors have been painting a continuing word picture of each week's events—the surprises, the fun, the people, the meaning in the news.

During the past thirty-five years the news service of TIME has grown continuously until today it is one of the world's largest news networks, consisting of 344 staff reporters and special correspondents—150 of them stationed abroad.



TIME

The Weekly Newsmagazine
Five editions around the world



by **JOHN GROTH**

The Jeep ahead hit a mine. The GI flew into the air 20 or 30 feet. He fell in a snow bank. He got up and walked away—unhurt. A miracle, I thought."

—John Groth.

THE CORRESPONDENT'S NOTEBOOK



Grenade attack on the Han River



A Senaglese in Hanoi



War in Normandy



At Mayoschi's Tokyo Geisha House



Rainy Day on the Ginza

Afghan Tribesman on the Turkish Border



John Groth, distinguished artist-correspondent, writer and teacher, has "worked" on every continent and in almost every country. He first went overseas in World War II where he gained his reputation as one of America's outstanding war-artists. He has authored two books and illustrated several others for friends.



Frank Conniff
Bill Hearst
Bob Considine

Best Press Reporting from Abroad

The Hearst Task Force

● TWO MEMBERS of a famed Pulitzer prize winning team and a two-time president of the Overseas Press Club have won the coveted plaques and inscribed typewriters in the 1957 annual awards competition.

Bob Considine, twice OPC president and globe-trotting reporter-columnist for International News Service, William Randolph Hearst, Jr., editor-in-chief of the Hearst Newspapers, and Frank Conniff, national editor of the Hearst chain, were chosen for the top reporting award for their historic interviews with Nikita Krushchev and other Soviet powers and the series of articles and columns which followed. Hearst and Conniff shared the 1956 Pulitzer prize with J. Kingsbury Smith, INS general manager, for foreign reporting.

In Moscow, after an exhausting tour of western European capitals and Italy, the Hearst reporters scored a grand slam: interviews with all of the then top Russian leaders: Krushchev, Premier Bulganin, and the successors to the purged Marshal Zhukov and Molotov, Foreign Minister Andrei Gromyko and Defense Minister Marshal

Rodion Malinovsky. It was Malinovsky's first interview by western newspapermen, and Gromyko's first interview in the Kremlin.

The copy they produced made front pages all over the world and was widely quoted on all radio and TV networks. Many of the statements of policy made by Krushchev have since been the object of careful study by diplomats and the basis for national and international debate, not only in press and radio-TV forums, but in the inner circle of policy making political leaders.

Known as the "Hearst Task Force," Considine, Hearst and Conniff, talked, questioned and debated with Soviet boss Krushchev for a total of three hours and thirty-five minutes. The visit had been timed to coincide with Russia's celebration of the 40th anniversary of the October revolution, an international party for which key communists had been summoned to Moscow from all points of the globe. Adding significance to the Considine-Hearst-Conniff trip was the successful launching of Sputnik I a few days prior to their arrival.



George Polk Memorial Award

Veteran TIMES Reporter Honored

● WHEN he penetrated the natural fortress of Fidel Castro deep in Cuba's Sierra Mæstra last year, Herbert L. Matthews of The New York Times had fifty-seven years, three wars and more than a quarter of century of writing on foreign affairs behind him.

The young rebel leader fighting to overthrow the regime of Fulgencio Batista found his visitor to be a tall, lean and solemn man with a lofty brow, scholarly and austere in appearance. It must have soon been apparent to Castro that there was one with courage, no dry ascetic, who appreciated good talk and a good cigar.

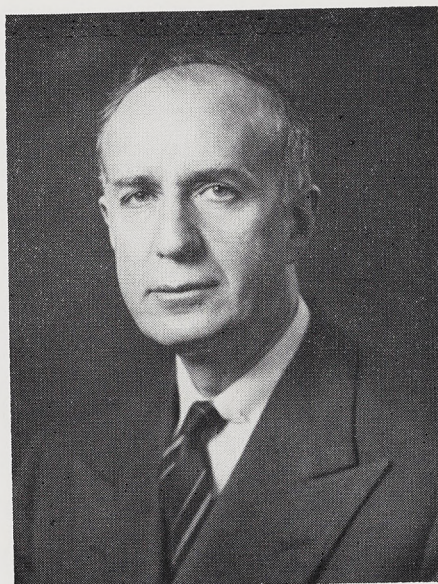
Mr. Matthews, on his part, gathered material enough to write 7,000 words in three stories, disclosing to the world that Fidel Castro was not only alive but "fighting hard and successfully."

Nancie Matthews, his wife who accompanied him on all save the last few miles of the hazardous journey to support the fiction that they were a middle-aged American couple on a fishing trip, later wrote of his return from the jungle: "Herbert looked excited and triumphant, though utterly tired and unwashed."

It was as much the hallmark of Herbert Matthews as was to be the authenticity of the story. Weariness went with exaltation, first, in 1935 when he covered the Italian invasion of Ethiopia. Again it came, with deeper understanding, during his two years in Spain on the Loyalist side—"these are the great days of my life," he reported then. More great days brought elation and fatigue in frontline coverage of action in Sicily and Italy, 1943-44.

Mr. Matthews has himself explained the motivation that drove a secure editorial writer to undertake so dangerous a mission as that to the Sierra Mæstra. Five years ago he wrote:

"Life and events go on outside, a loss of contact means a loss in authority. You cannot know what is happening in a given place unless you go there or, if that is impossible, have direct contact with those who do. If you don't have some feeling for what you are writing about, some enthusiasm and understanding, and, perhaps above all, some participation, it is better not to write anything."



Herbert L. Matthews



Matthews with Fidel Castro in Cuba

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Portable power provides mobility for men and materials. It saves money, time and labor. When it bears the stamp of Outboard Marine, it can be depended upon for years of efficient service.

There is a world of work in Outboard Marine products. Outboard motors move fish to market, lumber to mills, coffee to roasters... chain saws speed woodcutting and construction... lightweight hauling vehicles cut the cost of deliveries... power mowers groom the lawns of homes and business.

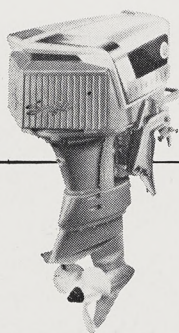
There is better business for you in Outboard Marine products, whether you use them or sell them. For full information about the products or about exclusive dealerships now available, write to: Outboard Marine International, S.A., Dept. A13-5, P.O. Box 830, Nassau, Bahamas.

PORTABLE POWER
does not tie up boats when motors are being serviced. Motors can be stored out of the weather.

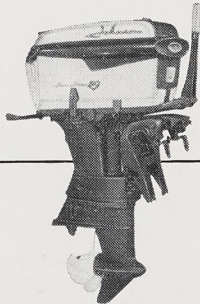
OUTBOARD MARINE



Power products for work and recreation



EVINRUDE, the quiet outboard motor. 11 models, 3 to 50 HP.

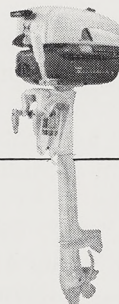


JOHNSON outboard motors, famed for dependability. 11 models, 3 to 50 HP.

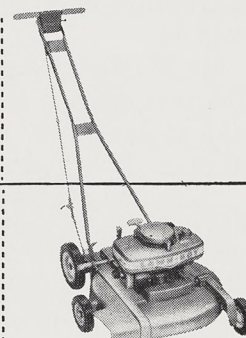
OMISA CHAIN SAWS.
Powerful, lightweight, best balanced, easiest to handle.



CUSHMAN TRUCKSTER.
Economical, low maintenance, light hauling vehicles. Many body styles.



BUCCANEER outboard motors. 8 bold new models, 3 to 35 HP.



LAWN-BOY power mowers. One electric, 7 gasoline powered models.

Best TV or Radio Reporting from Abroad



Algeria Aflame

"Saturday, July 13th—We will have to wear uniforms, it seems; otherwise, the Algerian rebel units, or the Algerian villagers, might shoot us. This seems logical, and we agree. Then we're asked, what kind of arms do you want? Rifle, revolver, sub-machine gun, or what? Here, we disagree. We're journalists, not soldiers; we're foreigners, not Algerians; we're reporters, not partisans. One of the men points out that the French don't acknowledge this as war; therefore, there's no such thing as a war correspondent. Besides, he adds, if they start shooting close, you can hardly defend yourself with a press card. He has a point. But we insist, no arms; uniforms, okay; but no arms."

● **THUS FRANK KEARNS**, Columbia Broadcasting System correspondent, opens his diary of a harrowing assignment with CBS Cameraman Yousef Masraff into the rugged interior of Algeria for a television report on the Algerian rebel army. For the resulting team effort, "Algeria Aflame," Kearns and Masraff were named for the "best radio or television reporting from abroad" during

"Wednesday, August 7—For the Algerians, this is strictly a war in the dark, a war of individuals, fighting exactly like Indians, against one of the most modern armies in the world. . . . It's a night time war of rifles against artillery, of mules against trucks and half-tracks, of camouflage against air attack."

Rebellion with its sudden bloody street clashes, its flashing murderous ambushes, its cruel attrition, is not new to Frank Kearns. Just a year ago he won an Overseas Press Club citation of excellence for his reporting from strife-torn Cyprus.

Masraff, an Egyptian national, went into Algeria without a passport, visa or the credentials normally possessed by a newsman covering a war. He did so knowing he would probably be shot if caught. Plagued by illness, Masraff lost some 25 pounds during the month in the mountains. But he came out with 10,000 feet of film, vividly telling in sound and pictures, the story of the rebel side of the four-year struggle in Algeria.



Kearns Goes to War Again



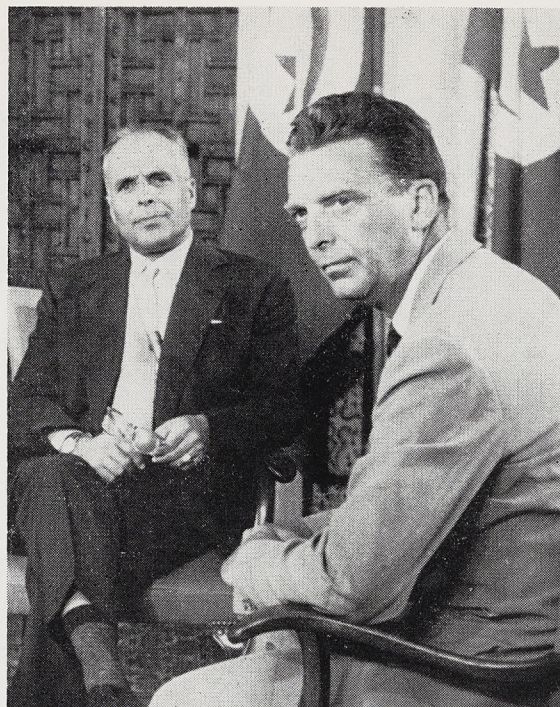
Bombers Over Head

Masraff Follows the Bombs





Best TV or Radio Interpretation of Foreign Affairs



President Bourguiba and Chet Huntley

● CHET HUNTLEY may not have rushed into television but the impact he has made on news broadcasts has been strong since he arrived in New York at NBC. His special "Outlook" interview with President Bourguiba of Tunisia and other "Outlook" reports from overseas were mature products of a diligent and fact-pursuing reporter. He brought the Tunisian problem into focus and nearer to home to the most casual viewer. The facts of life for the French—and for the United States, the awards committee felt, were clearer because of his efforts on that story in particular. In this highly competitive field, Huntley wins his first Overseas Press Club plaque for the best TV or radio interpretation of foreign affairs.

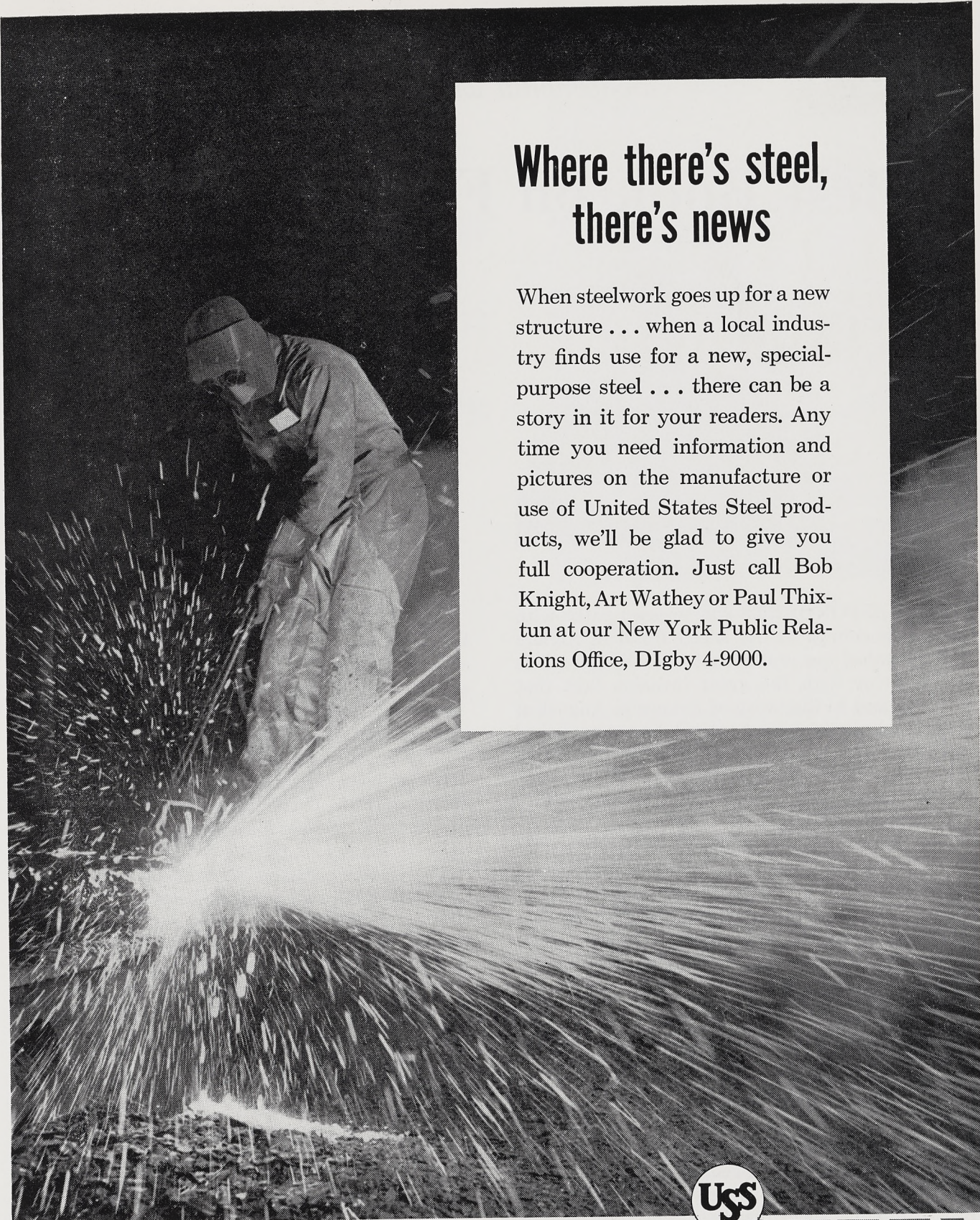


Huntley at Carthage

"I am not one of those who rushed into television journalism with the idea that we were about to revolutionize all communications or all journalism. Although this miraculous instrument keeps on surprising me, day after day, with its impact and its power and its ability to command attention; yet I am not convinced, by a long shot, that television will never be able to report ALL THE NEWS. And fundamental truth is as elusive in television as anywhere else.

"Rather, I have the notion that if we can illuminate a few important stories each week, we shall be doing rather well. We are a new cousin to newspapers, radio, periodicals, the motion picture, the hand-out, and gossip over the back-yard fence. I suppose we are a rather important cousin in the whole family, although we are still young and very awkward. I am confident we shall grow up to conduct ourselves quite well."

Chet Huntley



Where there's steel, there's news

When steelwork goes up for a new structure . . . when a local industry finds use for a new, special-purpose steel . . . there can be a story in it for your readers. Any time you need information and pictures on the manufacture or use of United States Steel products, we'll be glad to give you full cooperation. Just call Bob Knight, Art Wathey or Paul Thixtun at our New York Public Relations Office, DIgby 4-9000.



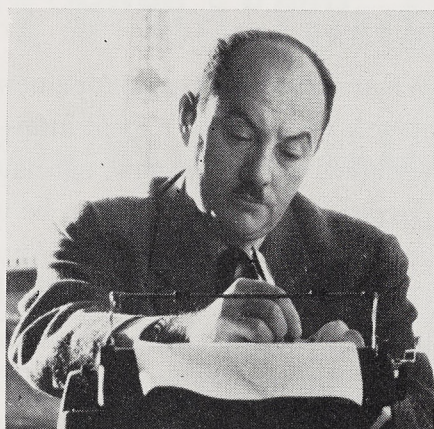
UNITED STATES STEEL

71 Broadway, New York 6, N. Y.

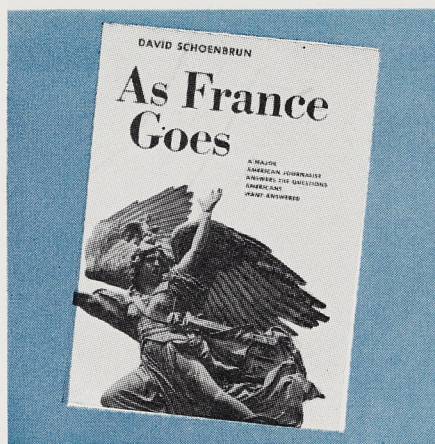


Schoenbrun wins second OPC Award

Best Book on Foreign Affairs



David Schoenbrun



● CORRESPONDENTS who crossed paths with David Schoenbrun at the Aletti Hotel in Algiers or the bombed out crater that was the Terminus in Naples or with the great invasion fleet that landed troops in the south of France in August of 1944 soon knew him as an articulate, accomplished reporter. More than that, they knew him as an incredibly brave war correspondent of dynamic energy and sensitive appreciation of the fighting man. And he could write.

"The John S. Cropper rolled easily on the gentle swell of the Mediterranean, just off the coast of the French Riviera. Overhead, a cloudless sapphire sky was streaked with pink as dawn advanced from Italy. From the land came the scent of jasmine and honey and the rustling of a thousand wings as the larks rose to greet the sun. A soldier from Tennessee, leaning over the rail next to me, said, 'Man, is this ever a place for an invasion.'"

Thus Dave Schoenbrun begins his book on France spotlighting that August morning in 1944 when for the first time he set foot on the magic shores of the country he had set himself to know long before as a boy in Brooklyn.

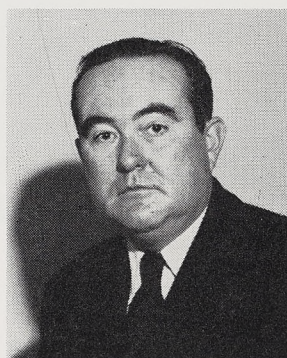
For this book, "As France Goes," the Overseas Press Club awards committee singled out Schoenbrun for its first annual plaque for the "best book on foreign affairs."

It is not the first OPC award for the brilliant Columbia Broadcasting System Paris correspondent. In 1955 he was acclaimed for his CBS radio reporting from abroad.

"As France Goes," published by Harper and Brothers, was aptly described by Theodore White, as a "correspondent's book—one of the most exacting forms of contemporary writing."

The OPC awards committee, selecting it as the book of the year, felt it was that and more; a sharp, vivid analysis, rich in personalities, anecdotes, humor and, with all, an authoritative source book for future writers on all aspects of French life and the frequently confusing politics which baffle so many.

The selection of the Schoenbrun book was by no means a runaway choice. Ranged against it in the final selection was Drew Middleton's highly readable first hand report "These Are the British," published by Alfred A. Knopf, and Henry A. Kissinger's provocative, "Nuclear Weapons and Foreign Policy," published by Harper and Brothers.



Drew Middleton



Henry A. Kissinger



Best American Press Interpretation of Foreign Affairs



Ernest K. Lindley

● ERNEST K. LINDLEY is well known for his weekly column in *Newsweek*, for his syndicated columns and for his frequent appearances on television. But perhaps he is best known among his colleagues in the news field as the originator of the "Lindley Rule."

Long accepted in Washington and elsewhere, the "Lindley Rule" is used during background only press conferences. When a person of considerable importance or delicate position is discussing a matter under circumstances in which his name cannot be used for reasons of public policy or personal vulnerability, he calls for the "Lindley Rule," which enables him to provide this background without fear of being quoted.

Mr. Lindley's byline has been a familiar one for some 30 years. His "Washington Tides" in *Newsweek*, his lecture tours to all parts of the country, and his familiar face and voice on TV and radio, have made him one of the nation's best known journalists. Last year he made a long trip to the Middle East and Africa. There the Russians discovered him.

Radio Moscow and Pravda said he was playing an important part in conducting the "U. S. Aggressive policy." However, it is for his calm, concise analysis of an extremely touchy region which so angered the Soviet, that Mr. Lindley this year was awarded his second top OPC plaque for the

best press interpretation of foreign affairs.

Mr. Lindley received the OPC award in 1950 for television news presentation and interpretation.

Born in Richmond, Indiana, at the turn of the century, Mr. Lindley was educated at Indiana University, the University of Idaho, the University of Kansas, and at Oxford University as a Rhodes scholar.

From small town editor, he graduated to the Wichita, Kansas, *Beacon*, and then to the old *World* in New York.

He covered Al Smith, President Hoover, President Roosevelt and Alf Landon. In the meantime he moved to the New York *Herald-Tribune* and then in 1937 to chief of the Washington bureau of *Newsweek*.

In addition to supervising the Washington coverage for *Newsweek*, he writes a weekly column, and also two columns a week for a number of newspapers. His assignments have also kept unbroken the string of political conventions and presidential campaigns which began with the Smith-Hoover battle.

During the first World War Mr. Lindley served in the U.S. Army as a 19-year-old second lieutenant. Now he is a frequent lecturer at the National War College, the Air War College and the Naval War College.



Lisa Larsen



Best Photographic Reporting from Abroad

Lisa Larsen's trip to Mongolia

● IN MOSCOW, in the summer of 1956, LIFE Photographer Lisa Larsen went to see the Ambassador from Outer Mongolia and requested a visa.

"What is your interest in our country?", the Ambassador wondered. In the last dozen years, only 11 Americans are known to have been permitted to visit it, none of them photo-journalists.

To Miss Larsen, Outer Mongolia meant Genghis Khan, Karakorum and the Gobi desert. She knew nothing of the Modern Mongolia to which she was flying three weeks later in a two-engine Ilushin plane. It was a journey of two nights and two days, eastward across the vast stretches of Siberian tundra.

A three-man Communist reception committee awaited her landing on the grassy runway of the airport of Ulan Bator (Red Hero), Outer Mongolia's capital. The committee—a Mongolian journalist, an interpreter and a photographer—welcomed her in behalf of "Mongolia's Journalist Association." They were her steady companions throughout her two-week stay.

The photographer carried a small 35mm camera. During the trip he was constantly at Miss Larsen's side, duplicating what she photographed.

The committee explained that all rooms in the Altai, only hotel in Ulan Bator, were taken, so a villa in the green mountains, half an hour's drive from the capital, was allotted her. The spacious accommodations included a large bathroom with hot and cold running water, and a magnificent view of the mountains.

The official program for her guided stay in-



One Fall to the Finish

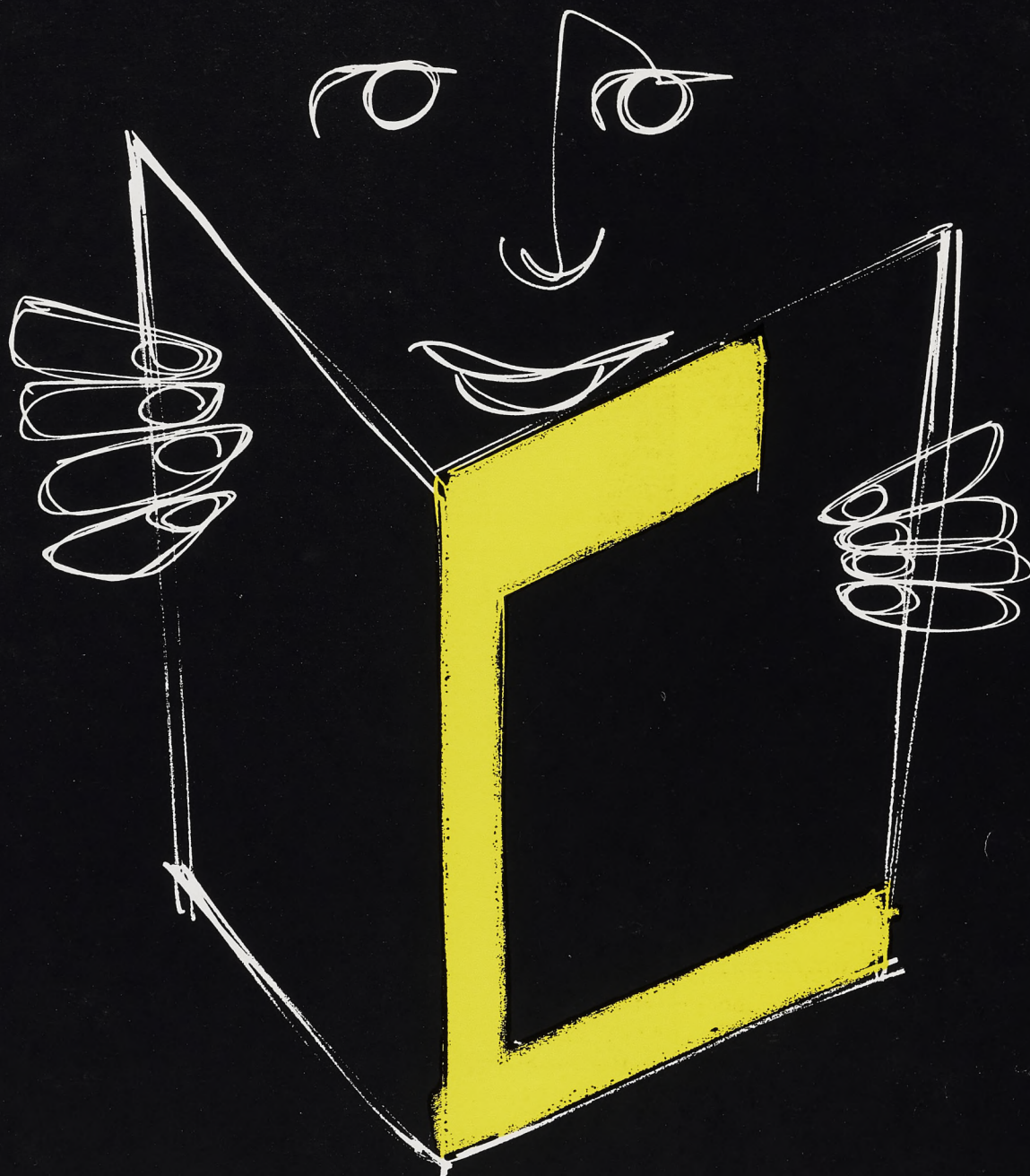


Wild Horses at Bay

cluded visits to museums, libraries, state farms, workers' rest home, a Bhuddist temple and a hospital. It also included an interview with Premier Tsedenbal which was covered by the Tass correspondent and reported in Pravda.

This was all very interesting, but what Miss Larsen still wanted to see and photograph was something of Mongolian life beyond the state farms and the museums. She petitioned her Communist escorts. Permission was given, reluctantly, and Miss Larsen set forth on a thousand mile journey to Karakorum and the Gobi, armed with a thermos bottle filled with tea, some chocolate

(Continued on page 71)



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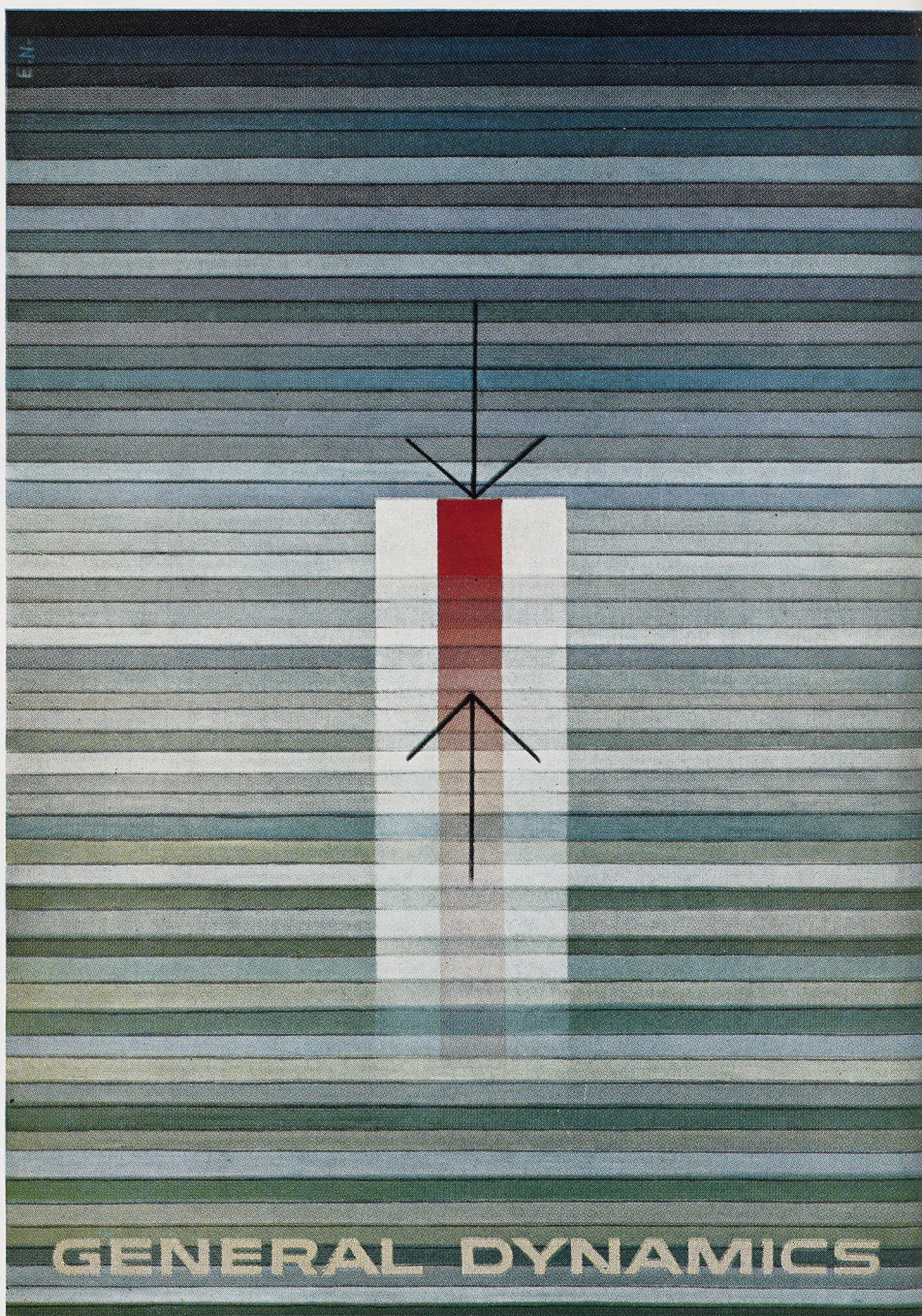
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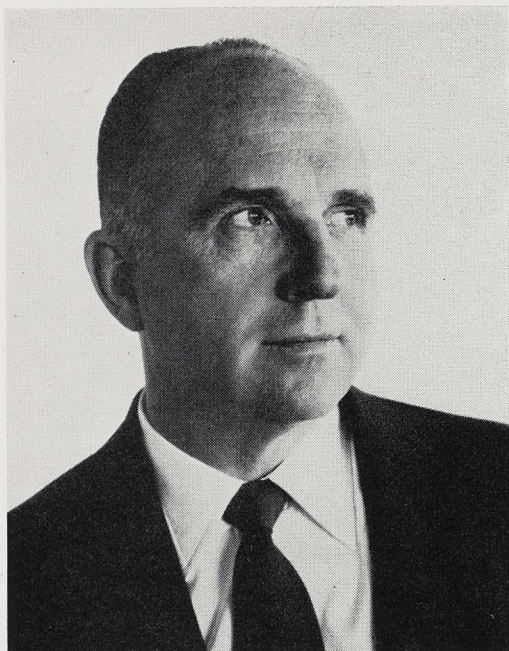
Wherever people are making news—that's where a newsman's job takes him.

Quickly he must grasp their mood, size up what they're after, and evaluate with insight and objectivity the significance of what they're doing.

Then he must communicate—accurately, clearly.

It's a hard job. A job of overriding importance in these complex times. It's a job we never fail to admire . . . and now salute.

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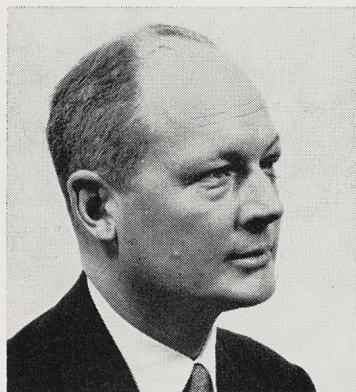


James A. Michener

Best Magazine Reporting of Foreign Affairs

CITATIONS

Robert Coughlan
Life Magazine



Edmund Stevens
Look Magazine

Phil Harrington
Look Magazine



● JAMES MICHENER has always considered himself primarily as a novelist and looked on his forays into non-fiction as preparation and research for fiction. At the tragic, dilapidated wooden footbridge at Andau on the Austria-Hungary border he witnessed the exodus of 20,000 victims of Russian terrorism. Almost every victim he interviewed supplied the detail, in fact, for a monumental novel of our times.

For that reporting and writing task, unparalleled in recent times, Michener's Reader's Digest story of the bridge at Andau was chosen as the best magazine reporting accomplishment of the year.

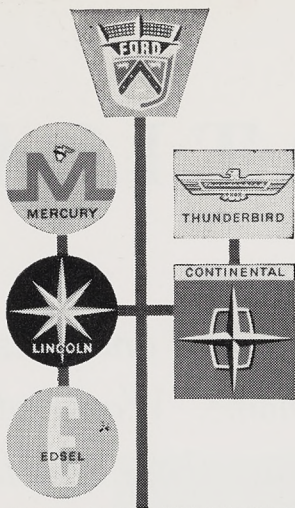
The Pulitzer prize-winning novelist (*Tales of the South Pacific*) was in Saigon in late October, 1956, when the events which were to be described in "The Bridge at Andau" were taking shape. He was on the last leg of a trip through southeast Asia for the Digest and he was totally preoccupied with the problems of that area.

From Saigon, he went to Singapore; from Singapore to Rome where he intended to spend a few days before returning home. In Rome he began getting cables from the Digest asking him to do a piece on the Hungarian uprising then reaching full blaze. He kept cabling back. "No thanks." Finally he agreed to go to Vienna and have a look.

"Vienna," Michener later told Robert Clurman, of the New York Times, "hit me in the guts." The realization that this story was not just more of the riotings he had witnessed in Tokyo, Saigon, Singapore and elsewhere, was immediately apparent. He cabled his editors, "Yes" and was off on a back-breaking and heart-crushing task.

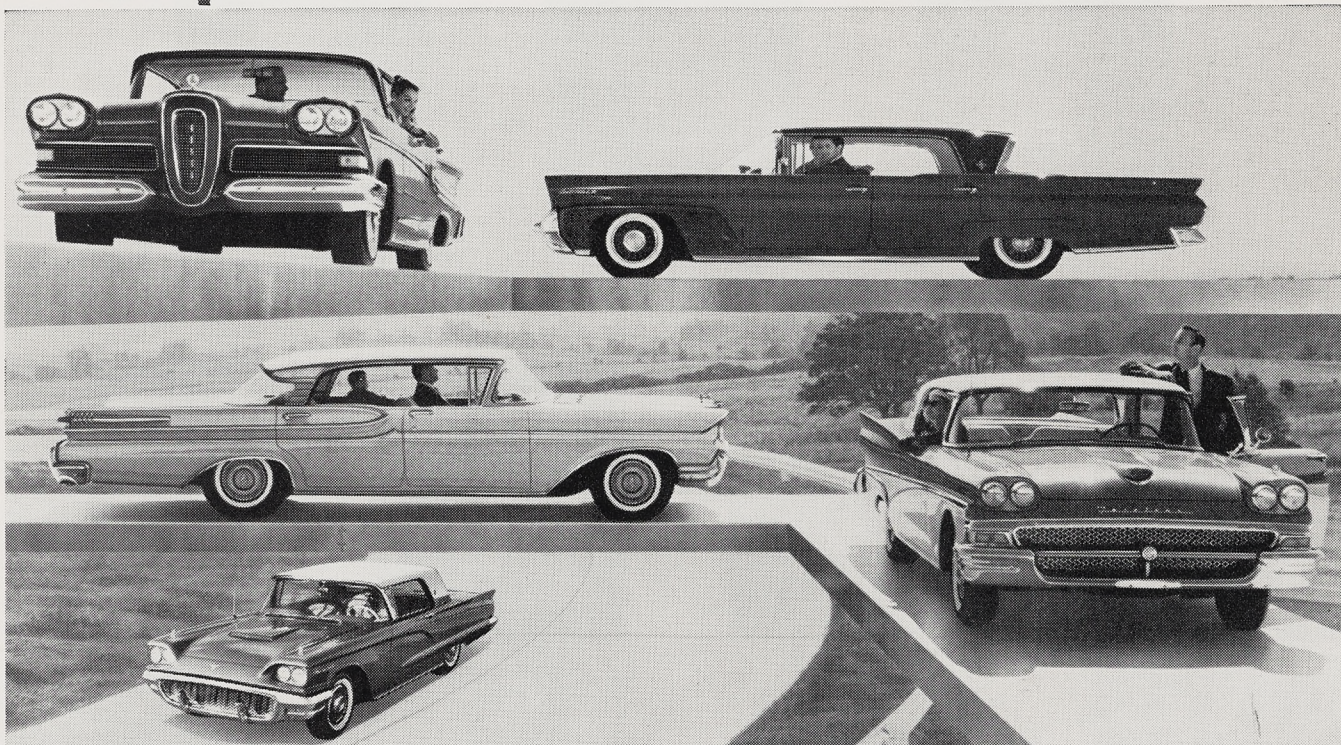
As the refugees and freedom-fighters began coming across the Austro-Hungarian border Michener sought them out, in Vienna and at frontier points, and interviewed them. In the

(Continued on page 70)



SIGNS OF A NEW IDEA

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CITATIONS

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Minneapolis, Toledo and Cleveland newspapermen among those excelling.*

CLASS 1

Best Press Reporting, Daily or Wire from Abroad



Sidney Gruson
New York Times



Frederick Kuh
Chicago Sun-Times



Fernand Fauber
The Toledo Blade



Jack Leacacos
Cleveland Plain Dealer

CLASS 2

Best Radio or TV Reporting from Abroad



Daniel Schorr
Columbia Broadcasting
System



Welles Hangen
National Broadcasting
Company

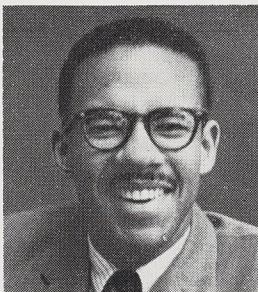
FOR EXCELLENCE

CLASS 3

Best Photographic Reporting, Still or Motion Picture



John Dominis
Life Magazine



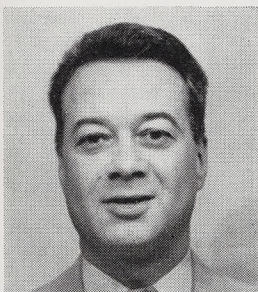
Moneta Sleet, Jr.
Ebony Magazine



Jerry Cooke
Sports Illustrated

CLASS 5

Best American Press Interpretation of Foreign Affairs



Graham Hovey
Minneapolis Star
and Tribune



Richard Fryklund
Washington Star



William L. Ryan
Associated Press



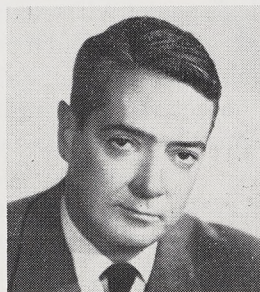
C. L. Sulzberger
New York Times

CLASS 6

Best Radio or TV Interpretation of Foreign Affairs



John Daly
American Broadcasting
System



Howard K. Smith
Columbia Broadcasting
System

Can We Win the War of Words

by **GEORGE V. ALLEN**

Director, U.S. Information Agency



● I WOULD like to rephrase the question. The conflict in which the United States is now involved is more than a "war of words." It is a contest for the approval, respect and friendship of the world's peoples and will be won more by deeds than by words.

Words, however, have importance. The United States must present its case. We must make clear the principal issue at stake, and that issue is human liberty.

If we do that, I have no doubt of the result.

The evidence is on our side. The Communists claim they are creating a Utopia, and yet, every week, over the past ten years between four and six thousand persons have fled this "Ideal State" to seek haven in the free world. When the Iron Curtain was lifted for a brief moment around Hungary, some 200 thousand fled to Austria. We hear of no such mass exodus from the free world to the Communist orbit.

And, let me add, the number of refugees has not diminished since the USSR sent aloft its sputniks. The impact of that remarkable achievement on the part of Russian scientists is, I grant you, a psychological victory for the USSR, but it does not seem to make life under the Hammer and Sickle any more attractive for the thousands who continue, every day of the year, to risk life and liberty to escape to freedom.

A part of the responsibility for presenting America's case to the world has been assigned to the U. S. Information Agency. We will not do it alone, of course, since America speaks with many voices, a fact other peoples frequently find confusing. The USIA must publicize and explain American policies and their objectives. We must do the same for the steps America takes to put those policies into effect.

For other peoples to understand those policies and objectives it is necessary that they understand America and Americans. The USIA is working

to create such understanding.

Obviously, this is a rather long range project. And it must be done against a world-wide campaign on the part of our opponents to misrepresent us and everything we do. Since there are no "Curtains" around America, they can see and play up our difficulties. They made the most, for example, of the Little Rock incident. At times we Americans are sharply critical of each other and the Communists use our own words against us. When their Sputniks went up and Vanguard did not, they merely quoted, in 47 languages, what our own newspapers and political spokesmen were saying.

Temporarily, this seems a disadvantage. However, it can, and does, work the other way. Latin American newspapers have called attention to the fact that the United States is fulfilling its strict and full obligations to International Geophysical Year scientists by keeping them informed on our satellite progress, failure as well as success. They regarded that as the way the United States does things and as the way things ought to be done.

We Americans do not claim we have created a Utopia. We admit our imperfections. But there is infinitely more freedom for everyone in the U.S.A. than for anyone anywhere under Communism. We are a truly classless society in that we offer opportunity even to the most underprivileged to go to the top. Materially, our people fare better than any people in history.

We can win the war of words because we have the best story to tell. The facts are on our side. And eventually, I am confident, these facts will decide the contest between democracy and the police state.



"Exploration for and development of new crude reserves have proceeded vigorously. New refining and transportation facilities have been built in many parts of the world. New organizations have entered the industry and are striving for a substantial share of the market, while longer established companies are making strong efforts to hold and increase their market positions. Rivalry has spurred still greater research activity and has led to further advances in petroleum technology. The ultimate beneficiary of all this competition is the consumer."

— Eugene Holman, Chairman of the Board, Standard Oil Company (New Jersey)



STANDARD OIL COMPANY (NEW JERSEY)
AND AFFILIATED COMPANIES

Why the Poll was taken



When the Overseas Press Club, a club composed of men and women who report—or who once reported—the news abroad for American newspapers, press associations, magazines, newsreels, and radio and TV stations, asked me to make a study of their membership, I was delighted. As far as I knew, no one has ever undertaken a systematic survey of the individuals who are the overseas press. It seemed a golden opportunity to shed some light on that glamorous, but little known figure—the “foreign correspondent.” The public image of the “foreign correspondent” had been largely supplied by Hollywood films—the trenchcoat worn by a dashing chap with a nose for good Scotch, beautiful women and, of course, danger.

Having known a few foreign correspondents in my time, I have never been overly troubled about the exactitude of the popular stereotype and as far as I could see, they seemed happy enough with it themselves. What has disturbed me is that in the overseas press there is an extraordinary group of Americans whose influence on the minds and opinions of their fellow citizens through the mass media is enormous, yet they are a group that the public really knows very little about. The survey was a rare opportunity to replace some myths with some facts.

We had two goals in mind. First was a thumbnail sketch or brief biography of the “foreign correspondent.” In this section we hoped to run to ground a bit of the folklore, too, but we were primarily concerned in finding out where our man (or woman) was born and raised, his educational background, some of his habits, and something about his monetary rewards.

Second, and perhaps more important, we wanted to find out how this important group felt about some of the more crucial questions facing the world today—questions such as the future of the U.N., our government’s search for peace, and the chances of another war. I feel the attitudes and opinions expressed by the members of the Over-

seas Press Club on such questions are of particular importance to all citizens. Except for members of the State Department and perhaps the group of United States Senators on the Foreign Relations Committee, I can think of no other group so eminently qualified to judge our country’s posture vis-a-vis other nations. They have eye-witnessed the wars and social upheavals that have shaped our history; they have scratched the words of the mighty, as well as the foolish, into their notebooks; and, for a great many of them, it can truly be said that the whole world is their beat.

With these things in mind, I think that many of you will be as pleased as I am with the “image” of the “foreign correspondent” that is revealed in this study. I was also happy to see that for all their educational achievements and monetary success, much of Hollywood glamour is still present!

Finally, I hope that the seriousness of this group’s convictions, especially the fears for the future that they express, will give pause to many of the overly optimistic among us. While I cannot agree with *all* the opinions expressed by the Overseas Press Club members, I think that none of us can dismiss lightly what they have to say.

Because this membership represents a particularly informed and articulate group, the answers to many of the questions are more scattered and varied than they would be if somewhat similar questions had been asked of a cross section of the general public. Where possible, as many answers as feasible have been tabulated even where they represented as little as 1% of the total sample. Answers representing less than 1% of the total have been grouped under the “All other” category.

Elmo Roper

What the Poll found out about the OPC

by BOB CONSIDINE and LARRY NEWMAN



● MEMBERS of the Overseas Press Club, never noted for middle-of-the-road opinions, are at last on record outside the clubhouse bar on a series of issues ranging from the prediction of another war between 1961 and 1965 to the amount of whiskey they consume daily.

Polled by Elmo Roper and Associates, who received replies from about a quarter of the approximately 1900 foreign correspondents, war reporters and other kindred spirits, the newsmen and women on one hand named Soviet Premier and Party Boss Khrushchev as "the most dangerous man in the world today." On the other, a surprisingly high percentage advocated the admission of Red China to the United Nations and sharply criticized the Eisenhower administration on a number of counts.

Club members, who stated in the main that they make more than \$11,000 a year, take "two or three drinks each day, list their political leanings as Independent (37 percent), Democratic (36 percent), Republican (23 percent), Socialist (one percent) and the rest wouldn't answer.

So there may be no further question that conformity has set in at 35 East 39th Street, it should be reported that the Roper poll developed in spots almost as many opinions as there were respondents.

This was most apparent when the ladies and gentlemen got into the brass kuckle section.

Krishna Menon, Indian ambassador to the UN, topped the list headed "Of the many people you have interviewed, whom did you dislike the most?"

Menon was arraigned in this dog house with dozens of other names, in fact percentages added to more than 100 percent because some respondents gave more than one answer, explaining they couldn't decide whom they disliked the most and named two or three of equal repugnance.

Twelve percent of the "400 & 48" branch of the OPC, named President Eisenhower as the "most over-rated" world figure they had interviewed.

Harold Stassen and General Douglas MacArthur were runners-up in this division with a scant 3 percent, while thirty other world figures, ranging from "A" for Acheson, to "Z" for Zurubin, also made this sock parade.

Former President Harry S. Truman was named "The most liked" personage the membership had interviewed. The Roosevelts, Franklin D. and Eleanor, rated high as did President Eisenhower, Sir Winston Churchill and Adlai Stevenson.

The late President Roosevelt and Sir Winston tied (nine percent) at the top of the category listed, "Of the many people you have interviewed who in your opinion was the greatest in terms of intelligence, forcefulness of character and ability?"

Pope Pius XII, President Eisenhower, Stevenson, Konrad Adenauer, General MacArthur, General Lucius Clay, Nehru, Truman, Ghandi and Eleanor Roosevelt were also high on the list. So for every clout a kiss usually followed. But no kisses for Krishna or Khrushchev.

Eighty percent of the 448 respondents to the first lengthy quiz ever directed at the opinion-making OPCers agreed that Khrushchev was correctly named "Man of the Year" for 1957. A smaller percentage (32 percent) put the Russian leader on top as the "most dangerous . . . the man who is the greatest force for evil." Second place in this field fell to Gamal Abdul Nasser of Egypt. Tied for third was Mao Tse Tung, Communist leader of Red China, and Secretary of State John Foster Dulles.

On the question of Red China and the UN, 51 percent of those polled said that the Communist government should be admitted while 25 percent said no; twenty percent said not now and the other four percent did not answer or didn't know.

Interesting to note, 35 percent of the correspondents polled in the Far East, Australia or

(Continued on page 48)

(Continued from page 47)

New Zealand, said the Red Chinese should NOT be admitted, 24 percent said not now, while 38 percent said let Mao and his boys have a taste of New York life on the diplomatic level.

Limited trade with Red China was favored by 39 percent, 32 percent all out trade, and 24 percent said no trade, period. The correspondents on top of the story—Far East, Australia, New Zealand—voted 41 percent against, and 28 percent each said either limited trade or all out business as usual.

There will be another limited or total war in the estimation of 71 percent of the correspondents. Sixty-one percent, in this category, felt that war will start in the Middle East and 30 percent said it would begin between 1961 and 1965.

Revolts and uprisings are also predicted by the OPC poll. The next revolt against Russian control within a satellite country will take place in Poland (26 percent) with East Germany (19 percent) and Czechoslovakia (six percent) following.

Indonesia will be the next country to be run by the Communist party, not necessarily, the Russian imperialist type. France finished second in that division of opinion, just ahead of Egypt. The Egyptian-Syrian state is thought likely to be the "next country to fall under direct Russian control."

Nehru's neutralist policy has had a bad effect on world peace and understanding, the poll finds.

A whopping 66 percent of the respondents stated that the U. S. is falling short of "doing the best we can to prevent another big war." Our economic and technical assistance to foreign countries has done more to prevent war thus far than the defense program and such military aid to and alliance with NATO, the voters feel.

"Inadequate, unimaginative leadership; lack of a firm, creative foreign policy" was voted the chief thing we are doing wrong or not doing to prevent war.

Nearly twice as many feel the UN will remain as it is than those who feel the world organization will pick up new prestige and influence in the solution of international frictions. Europe's chances of becoming politically united were liked by 42 percent, some ten percent more than feel it will remain as it is. Fifteen percent suggested that Europe will become wholly neutral, and six percent expect it eventually to fall under Russian control.

Only one percent of those who replied to the Roper questionnaire expect man to reach the moon this year. But 26 percent think he'll make it between 1964 and 1968. The intrepid correspondents, many of whom saw action in World War II and Korea, took a dim view of covering the first attempted manned flight to the moon, 55 percent said they'd reject any such assignment.

In a foreward to his report, Mr. Roper states:

"What has disturbed me is that in the Overseas press there is an extraordinary group of Americans whose influence on the minds and opinions of their fellow citizens is enormous, yet they are a group that the public really knows little about."

To a degree, that has been remedied. The "image" of the correspondent, as Mr. Roper puts it, takes on clearer definition. By and large (percentage-wise) he/she finds interviewing "stuffed shirts indigenous to the country" to which he is/she is assigned hardly more tedious than interviewing visiting Americans.

He (we'll take the she for granted) has been shot at to the tune of 55 percent of the answers, in the course of covering wars—mostly in World War II; (18 percent) in line of duty.

For all his wandering in the alien corn, some of it liquid, the U. S. foreign correspondent is relatively house-broken. Fifty-five per cent of the men have been married only once (as opposed to 28 percent of the women). One percent of the men have had four wives. Two children make up the average correspondent's family.

The Overseas Press Club members drink Scotch (28 percent), then next prefer martinis (14 percent) followed by bourbon (7 percent). Ten percent admit to being tea-totalers; of these 3 percent are on doctor's orders. Another 9 percent, however, limit themselves to two or less drinks a week. Twenty percent smoke at least two packs of cigarettes each day. Six percent have flown more than 1,000,000 miles. Eighteen percent have worked on five continents.

They regard the Ritz in Madrid as the best hotel in the world, followed by the Savoy and Claridge's in London, the Paris Ritz, the Imperial in Tokyo and the Plaza in New York City. The U. S. has the worst hotels in the world, a majority of the correspondents declared, but, perversely, they feel New York has better restaurants than Paris.

Paris is no more wicked than New York, the composite correspondents averred, and he placed Shanghai, Hamburg and Berlin on the same shady list. America has the most beautiful girls in the world, he is sure, and they make the best wives. But he rates homebred girls behind their Italian and French counterparts as "sexiest."

The majority is college-trained. Only a third took Journalism as an undergraduate course; twelve percent who went on to do graduate work brushed with graduate Journalism.

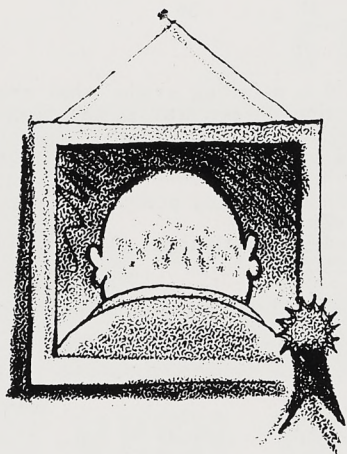
He/she is between 40 and 49 years of age, on the whole, was raised in a big city in the Middle Atlantic States. Seventeen percent get to Church weekly; 13 percent monthly; 39 percent once or twice a year, and 28 percent never.

RESULTS OF THE POLL . . .



Q. Do you think there will be another war either limited or total?
and
(If "yes") Where do you think the next war will start?
and
When?

Number of respondents	Total 448 (100%)
No, there will not be another war	20
Yes, there will be another war	71
No answer	9
Will start in:	
Middle East	61
North Africa	18
Iron Curtain Country	7
Formosa	5
Germany	4
Indo-China	4
U.S.S.R.	1
No answer	15
Will begin:	
This year	7
1959	17
1960	20
1961-1965	30
1966-1970	6
After 1970	4
No answer	17



Q. Khrushchev was recently picked as "Man of the Year," i.e., the man who for "good or evil dominated 1957's news and left his mark."
Do you agree?

Number of respondents	Total 448 (100%)
Yes	80
No	15
No answer	5

Q. Who is the most dangerous man in the world today—the man who is the greatest force for evil?

Number of respondents	Total 448 (100%)
Nikita Khrushchev	32
Gamal Abdel Nasser	15
Mao Tse-tung	3
John Foster Dulles	3
The Politburo; the Soviet; Communist party; Soviet clique	2
Everyman; the unthinking man in the street; the stupid, uncaring citizen; the stupid ones	2
Chou-en-lai	2
Dwight D. Eisenhower	1
The complacent American; the indifferent American voter; the uninformed U.S. citizen; the American who doesn't vote	1
Richard Nixon	1
Nehru	1
Krishna Menon	1
Walter Reuther	1
General Ivan Serov	1
All other	9
Don't know	4
No answer	26

Q. Where will the next revolt against Russian control take place?

Number of respondents	Total 448 (100%)
Poland	26
East Germany	19
Czechoslovakia	6
China	3
Hungary	3
Russia	2
Yugoslavia	1
All other	4
None or don't know	15
No answer	26

Q. What will be the next country to be run by the Communist Party (but not necessarily the Russians)?

Number of respondents	Total 448 (100%)
Indonesia	16
France	7
Egypt	4
Italy	3
Syria	3
Laos	2
Latin, or South America (no further information)	2
Middle East (no further information)	1
Malaya	1
All other	13
None or don't know	20
No answer	33

Q. What do you think is the future of Europe?

Number of respondents	Total 448 (100%)
Become politically united	42
Remain as is	32
Become a neutral bloc	15
Fall under Russian control	6
No answer	5

Q. What do you think is the future of the UN?

Number of respondents	Total 448 (100%)
Become effective world leader	27
Remain as is	45
Become less influential	23
No answer	5

Q. What will be the next country, if any, to fall under Russian control?

Number of respondents	Total 448 (100%)
Egypt, Syria, United Arab Republic	13
Indonesia	6
Middle East (no further information)	4
Afghanistan	4
Yugoslavia	2
S. E. Asia (no further information)	1
France	1
Greece	0
All other	11
None or don't know	30
No answer	31

Q. Of the many people you have interviewed, who in your opinion was the greatest in terms of intelligence, forcefulness of character, and ability?

Number of respondents	Total 448 (100%)
F. D. Roosevelt	9
Winston Churchill	9
Adlai Stevenson	3
Konrad Adenauer	3
Pope Pius XII	2
General Douglas MacArthur	2
General Lucius Clay	2
Jawaharlal Nehru	2
Harry S. Truman	2
Dwight D. Eisenhower	2
Eleanor Roosevelt	2
Ghandi	2
Albert Schweitzer	1
General Maxwell Taylor	1
General Alfred Gruenther	1
General George Marshall	1
Jan Masaryk	1
Ben Gurion	1
Albert Einstein	1
Ralph Bunche	1
George Bernard Shaw	1
Norman Thomas	1
Jean Monnet	1
Herbert Hoover	1
Dean Acheson	1
Khrushchev	1
Leon Blum	1
Lauris Norstad	1
Omar Bradley	1
Ernst Reuter	1
Chou-en-lai	1
John Foster Dulles	1
Clare Booth Luce	1
Pierre Mendes-France	1
All other	30
Don't know	1
No answer	16

(Continued on page 50)

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RESULTS OF THE POLL—continued

Q. The country of India, under Prime Minister Nehru, has not formally joined up with the Western nations nor with the Communist bloc. Do you think this "neutralist" policy has had a generally good effect on world peace and understanding, or would you say its effect has been more bad than good?

Number of Respondents Analyzed by respondents whose present assignment is:						
Total	Europe, Africa, or the Near East	The Far East, Australia or New Zealand	Canada or Latin America	Russia—Iron Curtain Country	The United States	
448	76	29	31	7	315	(100%)
(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	
Good effect	34	37	31	26	43	34
More bad than good	48	49	52	58	43	50
Don't know	13	12	10	13	14	11
No answer	5	2	7	3	—	5



Q. Some people believe that Red China should be admitted to the UN because it is the government of China—whether we like it or not. Others say it has not behaved well as a nation and so should not be admitted. Do you think it should be admitted to the UN or not?

Q. How about trading with China? Do you think we should trade with Red China or not?

Analyzed by respondents whose present assignment is:

Total	Europe, Africa, or the Near East	The Far East, Australia or New Zealand	Canada or Latin America	Russia—Iron Curtain Country	The United States	
448	76	29	31	7	315	(100%)
(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	
UN and Red China	%	%	%	%	%	
Be admitted	51	57	38	48	57	50
Should not be	25	17	35	26	29	26
Not now	20	21	24	26	14	20
Don't know	1	—	—	—	—	1
No answer	3	5	3	—	—	3
Trade and Red China						
Trade	32	35	28	29	29	30
Don't trade	24	21	41	32	14	23
Limited trade	39	41	28	36	57	41
Don't know	2	—	—	3	—	3
No answer	3	3	3	—	—	3

Q. If 100 is a perfect score and below 70 is a failing grade, what grade would you give the Eisenhower Administration on the way it has been handling foreign affairs in the last few months?

And, on the same scale, how would you have rated the Eisenhower Administration a year ago?

Analyzed by respondents whose present assignment is:

Total	Europe, Africa, or the Near East	The Far East, Australia or New Zealand	Canada or Latin America	Russia—Iron Curtain Country	The United States	
448	76	29	31	7	315	(100%)
(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	
Last few months	%	%	%	%	%	
100%	1	—	—	—	—	1
90—99%	4	—	3	—	—	5
80—89%	12	8	10	19	43	13
70—79%	19	22	31	32	14	17
60—69%	18	24	28	7	14	16
50—59%	13	11	10	13	—	15
Below 50%	29	30	17	19	29	30
No answer	4	5	4	7	—	3
A year ago						
100%	1	—	—	—	—	1
90—99%	8	7	10	23	—	9
80—89%	17	14	10	23	29	17
70—79%	17	16	21	16	14	17
60—69%	15	21	28	13	14	13
50—59%	12	10	10	6	—	13
Below 50%	23	25	14	6	43	24
No answer	7	7	7	13	—	6

(Continued on page 52)

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RESULTS OF THE POLL—concluded

Q. Of the many people you have interviewed, whom did you like the most?

Number of respondents	Total 448 (100%)
	%
Harry S. Truman	7
F. D. Roosevelt	5
Eleanor Roosevelt	4
Adlai Stevenson	2
Dwight D. Eisenhower	2
Winston Churchill	2
Anthony Eden	1
Carlos Romulo	1
Albert Schweitzer	1
Wendell Willkie	1
U NU	1
Jan Smuts	1
Vandenberg	1
Herbert Hoover	1
Lester Pearson	1
Pope Pius	1
Magsaysay	1
General Eichelberger	1
All other	40
Don't know	1
No answer	30

Q. Of the many people you have interviewed, whom did you dislike the most?

Number of respondents	Total 448 (100%)
	%
Krishna Menon	3
General Douglas MacArthur	2
John Foster Dulles	2
Senator Joseph McCarthy	2
Jawaharlal Nehru	2
Adolf Hitler	2
General Charles De Gaulle	2
Thomas E. Dewey	1
Richard Nixon	1
General George C. Patton	1
Juan Peron	1
Dean Acheson	1
Harry Truman	1
Jimenez	1
Nasser	1
Stalin	1
Molotov	1
Khrushchev	1
Chiang Kai-shek	1
Field Marshall Montgomery	1
Mussolini	1
All other	33
Don't know	3
No answer	42

Q. Of the many people you have interviewed, who in your opinion was the most overrated?

Number of respondents	Total 448 (100%)
	%
Dwight D. Eisenhower	12
General Douglas MacArthur	3
Harold Stassen	3
John Foster Dulles	2
Jawaharlal Nehru	2
Harry S. Truman	2
F. D. Roosevelt	2
Thomas E. Dewey	2
General Charles de Gaulle	2
Benito Mussolini	2
Anthony Eden	2
Adlai Stevenson	1
Averell Harriman	1
Sukarno	1
Estes Kefauver	1
Herbert Hoover	1
Bernard Baruch	1
General Mark Clark	1
Chiang Kai-shek	1
Krishna Menon	1
Dag Hammarskjold	1
Dean Acheson	1
General George Marshall	1
Adolf Hitler	1
Mme. Chiang Kai-shek	1
Field Marshall Montgomery	1
Nye Bevan	1
Charles Lindbergh	1
Richard Nixon	1
Eric Johnston	1
All other	26
Don't know	2
No answer	27



Q. Generally speaking, do you think this country is doing the best we can to prevent another big war, or do you think we're falling short of what we might do to prevent another big war?

Analyzed by respondents whose present assignment is:

	Total	Europe, Africa, or the Near East	The Far East, Australia or New Zealand	Canada or Latin America	Russia— Iron Curtain Country	The United States
Number of Respondents	448 (100%)	76 (100%)	29 (100%)	31 (100%)	7 (100%)	315 (100%)
Doing what we can to prevent another war	31	32	31	32	43	31
Falling short	66	64	66	68	57	66
No answer	3	4	3	—	—	3

(Continued on page 54)



Each little tick has a whole, new world of meaning

A little boy hears the steady ticking of a watch without knowing what makes the wheels go round.

But *you* hear a force that makes the *world* go round. For in the little wheels of a watch, in all the workings of man and machinery, every action always causes another. *And a classic example is called Reciprocal Trade.*

You can hear your watch tick to the tempo of Reciprocal Trade every time you hold it up to your ear.

*With every tick—five times a second—the value of the goods exchanged between Switzerland and America totes up another \$2.54. \$2.54 a tick. \$12.68 a second. \$45,662 an hour. \$1,095,890 a day. \$400,000,000 a year.**

This is reciprocal trade at its best. Best for both parties, for both parties gain.

But mostly America. For the Swiss are spending in the U.S.A. every dollar they earn through trade, plus 50% more: since 1946, American business has gained a fat, favorable trade balance of \$500,000,000.

And it's all trade. No aid. The Swiss pay *cash* for the goods they need and admire, goods manufactured, mined, grown in the U.S.A. They can continue to do it as long as they can continue to earn through selling their goods here, about half of them watches and parts.

The volume of exchange between Switzerland and the United States was given great impetus by the Reciprocal Trade Agreement of 1936 between our two democracies.

But, in 1954, America hiked the tariff on jeweled-lever Swiss watches by a huge 50%. Since then, further restrictions are being considered which could price the fine Swiss watch right off the wrists of Americans.

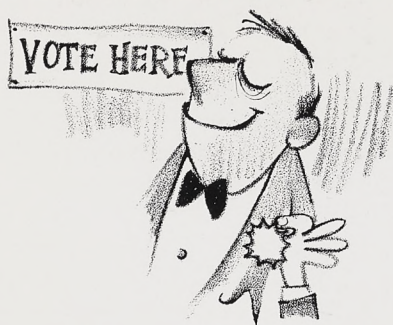
The good will and good business between Switzerland and the United States has been a model for the free world—the world we want our children to inherit. Shouldn't *men* of good will and good business keep it that way?

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*These figures for 1956 are official U.S. Department of Commerce trade statistics. It's estimated that total U.S. exports to Switzerland for 1957 will show an increase of at least 10% over the 1956 total of \$215,000,000.

RESULTS OF THE POLL—continued



Q. Regardless of how you voted in the past, what do you usually consider yourself?

No. of Respondents	Total 448 (100%)	Analyzed by	
		Male 398 (100%)	Female 41 (100%)
Republican	23	23	20
Democrat	36	36	44
Independent	37	38	34
Socialist	1	1	—
Other	1	1	2
Don't know	1	1	—
No answer	1	—	—



Q. In which bracket does your annual SALARY fall?

No. of Respondents	Total 448 (100%)	Analyzed by	
		Male 398 (100%)	Female 41 (100%)
\$4999 or under	1	1	7
\$5000—5999	2	1	7
\$6000—6999	2	1	7
\$7000—7999	5	5	5
\$8000—8999	5	5	7
\$9000—9999	4	4	7
\$10,000—10,999	8	8	8
\$11,000 or over	55	59	25
Not on salary	16	15	25
No answer	2	1	3

Q. How much additional money above and beyond your salary do you pick up in an average year for free lance writing or other activities?

No. of Respondents	Total 448 (100%)	Analyzed by	
		Male 398 (100%)	Female 41 (100%)
\$100 or under	6	7	7
\$100—500	12	12	12
\$100—500	12	12	12
\$501—1000	9	9	15
\$1000—2000	11	10	15
Over \$2000	13	14	5
Over \$5000	16	15	17
None	22	23	17
No answer	11	10	12

Q. In which of these areas is your present assignment?

Number of respondents	Total 448 (100%)
	%
Europe	15
Africa	3
Near-East	4
Far East	6
Australia-New Zealand	1
Canada	2
Latin America	6
Russia—iron curtain country	2
United States	70
No answer	8

Q. How long have you served outside the United States?

Number of respondents	Total 448 (100%)
	%
Less than a year	9
1—2 years	19
3—5 years	27
6—10 years	24
11—20 years	12
Over 20 years	4
Never	2
No answer	3

Q. Have you ever worked overseas for:

Number of respondents	Total 448 (100%)
	%
Newspaper	46
Press Association	38
Radio or TV	24
Magazine	38
Service Newspaper	11
Newsreel	3
Free lance only	15
Worked overseas in non-journalism job	21
Never worked overseas	4
No answer	2



Q. Have you ever spent any time in jail in line of duty?

Number of respondents	Total 448 (100%)
	%
Yes	18
No	59
Yes, but on my own	5
Never ever	2
No Answer	16

Q. Of the many people you have interviewed, who in your opinion was the greatest in terms of intelligence, forcefulness of character, and ability?



Q. What's the greatest problem you encounter in your job (when you are overseas)?

Number of respondents	Total 448 (100%)
	%
Interviewing Stuffed Shirts:	
Indigenous to the country	21
Visiting Americans	20
Censorship	20
Folks Back Home Like:	
Your Publisher	5
Managing editor	4
Foreign editor	3
Just editors	19
No answer	27

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Q. How many foreign languages do you speak?

Number of respondents	Total 448 (100%)
	%
One	34
Two	30
Three	14
Four or more	8
None	11
No answer	3

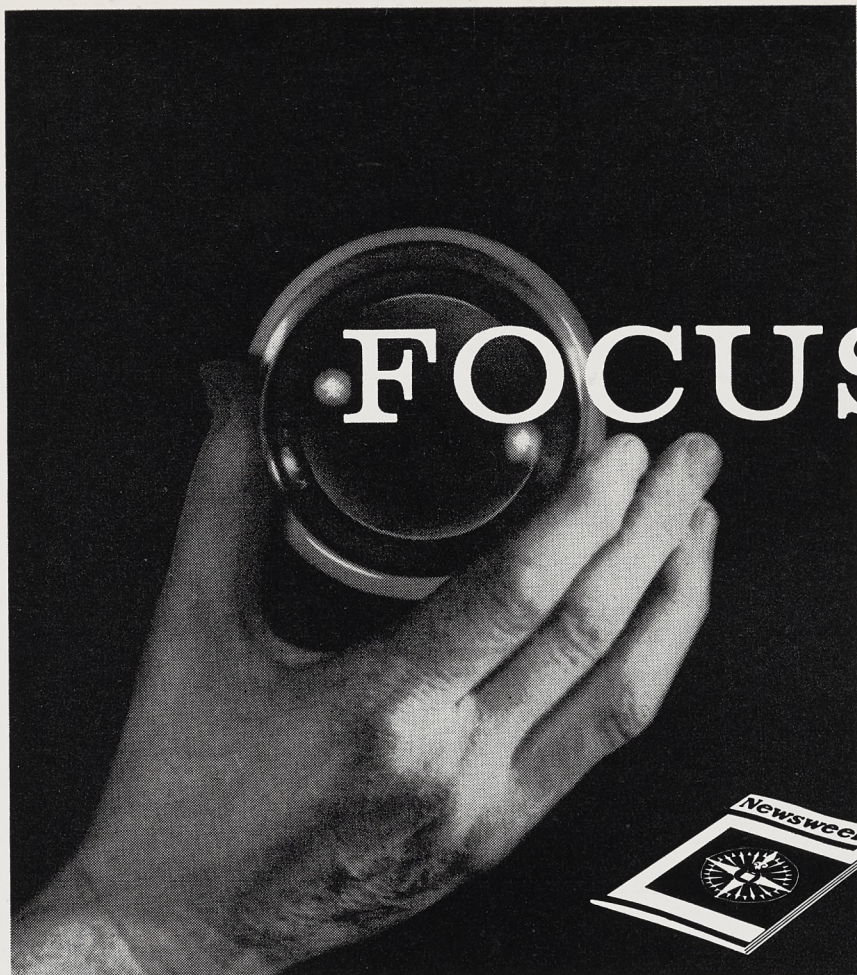
Q. How many books have you had published (including co-author and anthologies)?

Number of respondents	Total 448 (100%)
	%
None	47
1	15
2	10
3	7
4	3
5 or more	10
Written book(s) but not published	5
No answer	3

Q. How many miles have you flown?

Number of respondents	Total 448 (100%)
	%
Under 1,000 miles	0
1,000—9,000	7
10,000—49,999	17
50,000—99,999	20
100,000 or over	21
Over 200,000	13
Over ½ million	13
Over million	6
Never flew	1
No answer	2

(Continued on page 59)



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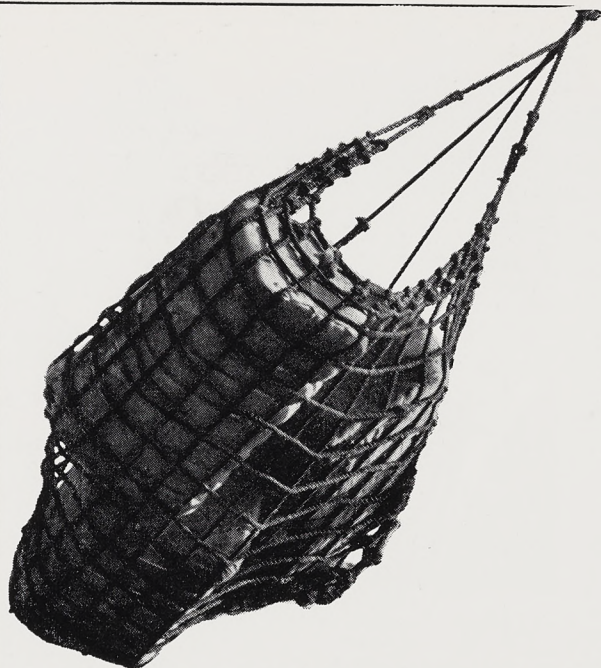


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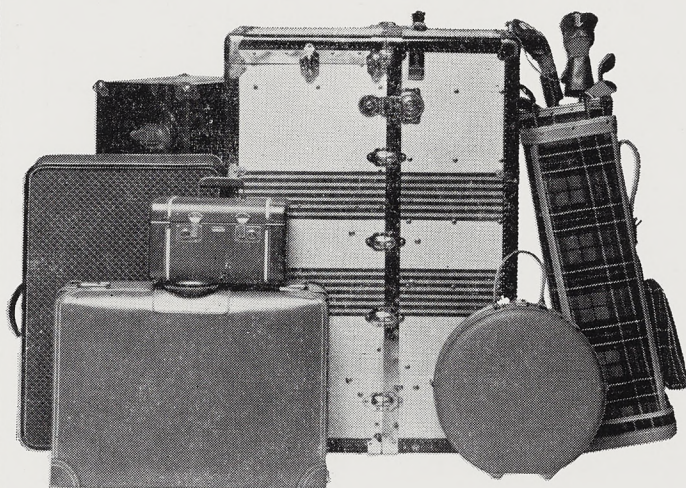


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RESULTS OF THE POLL—continued



Q. How many continents have you been on?

Number of respondents	Total 448 (100%)
	%
1	4
2	14
3	27
4	31
5	18
6	6

Q. How many countries have you been in?

Number of respondents	Total 448 (100%)
	%
1—5	6
6—10	12
11—20	32
21—30	20
Over 30	28
None	0
No answer	2

Q. What's your favorite city?

Number of respondents	Total 448 (100%)
	%
New York	23
Paris	19
Rome	12
London	11
San Francisco	9
Hong Kong	3
Vienna	2
Madrid	1
New Orleans	1
Zurich	0
All other	25
Don't know	1
No answer	4

Q. What country has the most beautiful girls?

Number of respondents	Total 448 (100%)	Analyzed by	
		Male	Female
	%	%	%
U.S.A.	37	37	37
Italy	11	11	15
Sweden	10	10	7
France	5	6	0
China	3	3	2
England	3	3	2
Spain	3	3	2
Japan	2	3	0
Chile	2	2	2
Austria	2	2	0
Costa Rica	2	2	2
Hungary	1	1	2
Other	14	14	15
Don't know	0	0	0
No answer	10	9	17



Q. How many packs of cigarettes do you smoke a day?

Number of respondents	Total 448 (100%)
	%
½ pack	9
1 pack	17
2 packs	20
3 packs	5
4 or more packs	1
None	46
No answer	2

Q. How much do you drink?

Number of respondents	Total 448 (100%)
	%
8 or more drinks a day	2
4—7 drinks a day	15
2—3 drinks a day	38
3 or 4 drinks a week	25
2 or less a week	9
Teetotaler:	
Doctor's orders	3
Just don't drink	7
No answer	1

(Continued on page 60)

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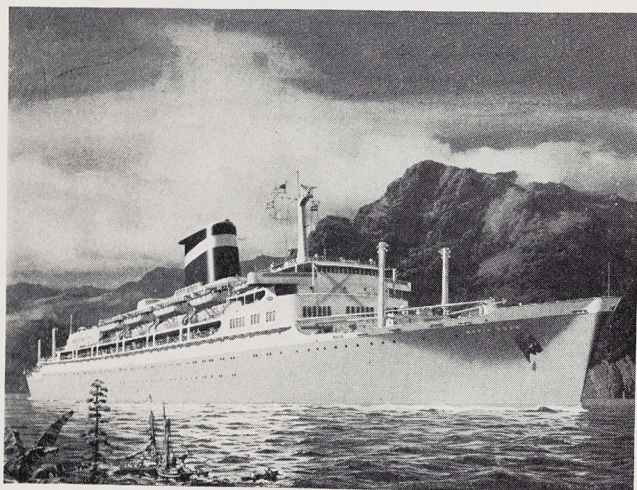
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RESULTS OF THE POLL—continued

Q. What's your favorite drink?

Number of respondents	Total 448 (100%)
Hard drinks:	%
Scotch	28
Martini	14
Bourbon	7
Wine	6
Vodka	5
Other (hard drinks)	26
Soft drinks:	
Water	3
Milk	2
Other (soft drinks)	5
Don't drink	2
No answer	5

Q. How often have you gone on the wagon?

Number of respondents	Total 448 (100%)
Once	8
2-4 times	12
5-10 times	6
Lost count	4
Never stopped	20
Never started	33
No answer	17



Q. Are you now married?

Q. How many children do you have?

	Total	Analyzed by	
		Male	Female
Number of respondents	448 (100%)	398 (100%)	41 (100%)
Married	81	85	44
First time	51	55	20
Second time	18	19	15
Third time	4	4	5
Fourth time	1	1	5
5 or more	0	0	0
No answer	7	6	4
Single	9	8	22
Widowed	3	2	12
Deserted	1	1	2
Divorced	6	4	20
Number of children:			
None	32	29	56
One	18	19	15
Two	28	30	10
Three	12	12	12
Four	5	5	5
5 or more	3	2	2
No answer	3	2	2

Q. What country has the sexiest girls?

Number of respondents	Total 448 (100%)	Male 398 (100%)	Female 41 (100%)
Italy	18	17	29
France	15	16	15
U.S.A.	15	16	7
Japan	4	4	—
Germany	3	4	—
England	3	4	—
Sweden	2	2	—
Brazil	2	2	2
Hungary	2	2	—
China	2	2	—
Mexico	1	1	—
Roumania	1	1	—
Greece	1	1	—
Poland	0	0	—
Other	13	14	12
Don't know	0	—	2
No answer	20	17	37

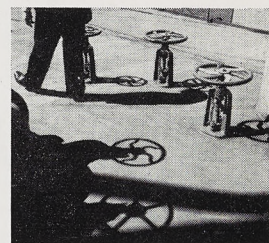
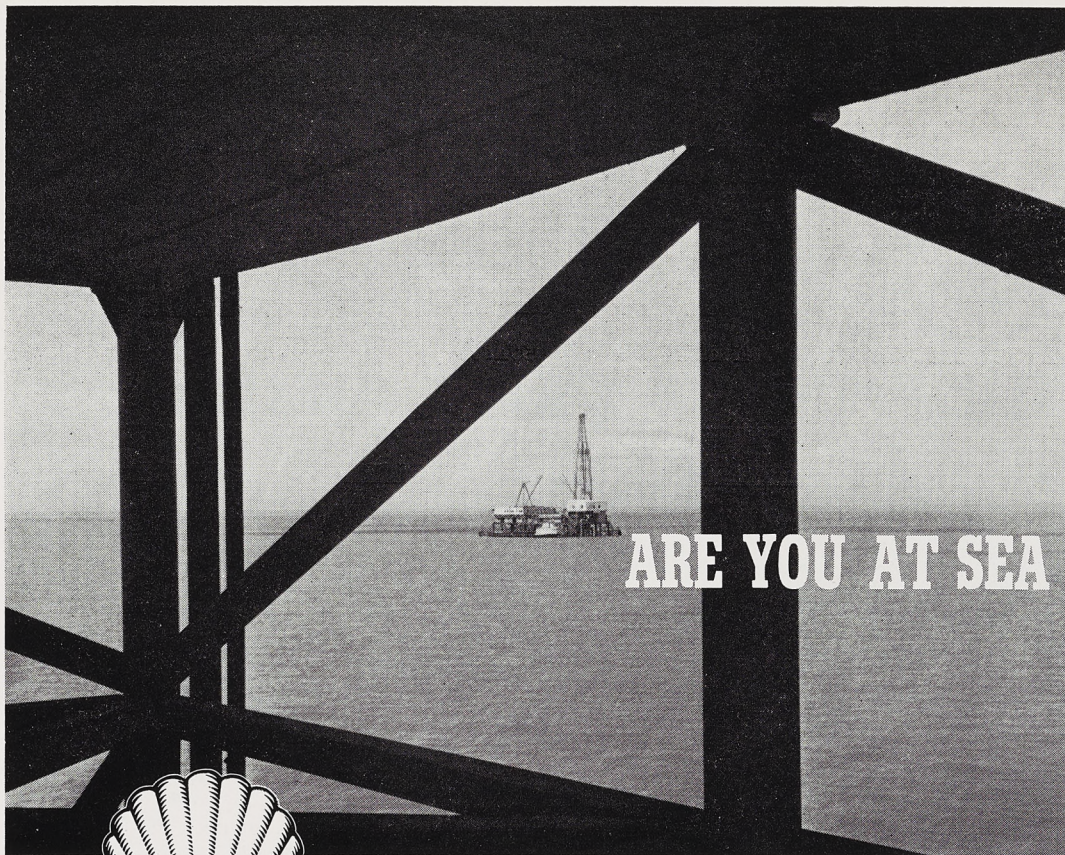
Q. What's the wickedest city you have ever been in?

Number of respondents	Total 448 (100%)
Paris	7
New York	7
Shanghai	5
Hamburg	5
Berlin	3
Havana	3
Tokyo	3
Panama City	3
Marseilles	3
London	3
New Orleans	2
Algiers	2
Cairo	2
Hong Kong	2
Naples	1
Singapore	1
Bombay	1
Rome	1
Madrid	1
All other	31
Don't know	1
No answer	20

Q. What's the best hotel you ever stayed at?

Number of respondents	Total 448 (100%)
Hotels:	%
Ritz, Madrid	4
Savoy, London	2
Claridge's, London	2
Ritz, Paris	2
Imperial, Tokyo	2
Plaza, New York	2
Baur au Lac, Zurich	1
Gritti Palace, Venice	1
Copacabana, Rio de Janeiro	1
Grand, Rome	1
Countries:	
United States	19
France	8
Other European	8
Latin America	7
Far East	6
Germany	4
Middle East	4
Italy	4
Spain	3
Switzerland	2
Japan	2
Hawaii	1
All other	8
Don't know	0
No answer	14

(Continued on page 6)



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RESULTS OF THE POLL—continued

Q. What's the worst hotel you ever stayed at?

	Total (100%)
Number of respondents	448
United States	17
Far East	6
Latin America	6
France	6
Iron Curtain Countries	5
Near East	5
England	4
North Africa	3
Italy	3
China	2
Germany	2
Hilton Hotels	1
Spain	1
Korea	1
Japan	0
All other	13
Don't know	2
No answer	26

Q. What's your favorite restaurant?

	Total (100%)
Number of respondents	448
New York	21
Paris	19
Other American	13
Other French	5
London	4
Far East	4
Rome	3
Germany	2
Italy	2
Other West Europe	2
Spain	1
Scandinavian	1
Austria	0
Other English	0
Near East	0
Other East Europe	0
All other	6
Don't know	0
No answer	20

Q. What are one or two of the best things we've done to prevent another war?

Analyzed by respondents whose present assignment is:

	Total	Europe, Africa, or the Near East	The Far East or New Zealand	Canada or Latin America	Russia— Iron Curtain Country	The United States
Number of respondents	448	76	29	31	7	315
	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
Economic and Technical Assistance to Foreign Countries	37	45	21	48	14	38
Foreign aid	17	16	14	26	14	19
Marshall Plan	16	25	7	16	—	14
Point 4	5	7	—	6	—	5
Other (economic and technical assistance)	3	4	—	3	—	3
National Defenses	25	26	31	23	43	24
Maintaining military strength and preparedness	15	17	14	19	14	15
Development nuclear weapons	6	8	7	—	14	5
Development missile program	5	3	10	3	29	4
Other (national defense)	1	1	—	—	—	1
Military Assistance & Alliances	23	42	14	16	43	21
NATO	15	25	10	10	29	12
Military aid and alliances	6	12	7	3	14	5
Truman Doctrine	3	7	—	3	—	3
Support, friendly with democratic countries	2	3	—	—	—	2
Other (military assistance and alliances)	1	1	—	—	—	1
Specific actions	18	18	24	16	43	17
Korean war	12	13	17	13	29	10
Handling of Suez crisis	4	4	—	3	—	4
Berlin Air-lift	2	3	3	—	14	2
Did not use force in Indo-China	—	—	3	—	—	—
Other (specific actions)	4	1	14	3	—	3
UN Policies	8	8	14	10	—	9
Support of UN	5	4	7	6	—	6
Atoms for peace program	3	3	7	3	—	3
Other (UN policies)	1	3	3	3	—	1
U.S.-Soviet Exchange Program	2	3	3	10	29	2
All other	19	16	31	19	14	21
None or don't know	2	1	3	6	14	2
No answer	17	9	10	19	—	17

(Continued on page 65)

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RESULTS OF THE POLL—continued

- Q. Most Americans have little opportunity to see members of the U. S. State Department and/or foreign service at work abroad. How would you rate the job the AMBASSADOR(s) is (are) doing in winning friends for America in your area (or the area where last in, or familiar with, before returning state-side)?
- Q. The job the STAFF PERSONNEL OR THE EMBASSY (Embassies) is (are) doing to win friends for America in your area?
- Q. The personnel of the American CONSULATES?

Analyzed by respondents whose present assignment is:

	Total	Europe, Africa, or the Near East	The Far East, Australia or New Zealand	Canada or Latin America	Russia—Iron Curtain Country	The United States
Number of Respondents	448 (100%)	76 (100%)	29 (100%)	31 (100%)	7 (100%)	315 (100%)
Ambassador	%	%	%	%	%	%
Excellent	18	28	10	23	29	16
Good	33	34	48	35	43	32
Only fair	22	24	24	16	28	22
Poor	8	5	7	6	—	9
No impression	—	—	—	—	—	1
Don't know	4	1	4	10	—	5
No answer	15	8	7	10	—	15
Staff personnel of Embassy						
Excellent	10	9	7	13	—	10
Good	33	41	28	36	71	32
Only fair	25	22	17	29	29	27
Poor	11	17	31	6	—	8
No impression	1	—	4	—	—	1
Don't know	5	4	3	10	—	5
No answer	15	7	10	6	—	17
Personnel of consulates						
Excellent	10	10	7	3	—	11
Good	31	38	45	36	43	29
Only fair	23	24	24	32	29	21
Poor	12	12	17	10	14	11
No impression	2	4	—	3	14	2
Don't know	6	4	—	6	—	8
No answer	16	8	7	10	—	18

- Q. What are some of the things you think we are doing wrong or not doing (to prevent another war)?

Analyzed by respondents whose present assignment is:

	Total	Europe, Africa, or the Near East	The Far East, Australia or New Zealand	Canada or Latin America	Russia—Iron Curtain Country	The United States
Number respondents	448 (100%)	76 (100%)	29 (100%)	31 (100%)	7 (100%)	315 (100%)
Inadequate, unimaginative leadership; lack of a firm, creative foreign policy	26	28	34	23	43	25
Lack of positive policies in uncommitted, underdeveloped areas; not enough foreign aid to underdeveloped areas	8	13	10	10	14	8
Inferior, ineffective propaganda program	13	16	14	16	43	14
Failure to understand psychology of foreign people	3	1	7	3	—	3
Mishandling of cultural program; exchanges	—	—	—	—	—	1
Mishandling of foreign economic aid program	6	5	17	3	—	6
Not enough foreign aid (no further information)	4	1	—	—	—	5
Limiting foreign trade; high tariffs	4	3	—	—	—	4
Intransigent policy toward Russia, China; unwillingness to negotiate, meet, etc.	12	13	10	6	—	10
Not tough enough with Communists	2	4	—	—	—	2

(Continued on page 66)

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RESULTS OF THE POLL—continued

Q. What are some of the things you think we are doing wrong or not doing (to prevent another war)?

Analyzed by respondents whose present assignment is:

	Total	Europe, Africa, or the Near East	The Far East, Australia or New Zealand	Canada or Latin America	Russia— Iron Curtain Country	The United States
Number of respondents	448 (100%)	76 (100%)	29 (100%)	31 (100%)	7 (100%)	315 (100%)
Unwise policy in Middle East; Suez	6	8	3	6	14	7
Betraying hopes of satellite nations; inaction in Hungary	2	4	3	—	—	1
Supporting French Colonialism in North Africa	2	5	—	—	—	1
Korean failure	1	1	—	—	—	—
Reducing, inadequate military strength	4	1	3	—	—	4
Interservice rivalry	2	3	3	3	—	3
Little Rock situation	2	—	3	—	—	1
Continuing H-bomb-tests	2	1	—	—	—	2
Inadequate education policy	—	1	—	—	—	—
Keeping Dulles as Secretary of State	6	11	3	6	—	6
Electing Eisenhower	1	3	—	3	—	1
Too friendly with dictators	4	3	3	3	—	4
Suppression distortion of news	1	—	—	—	—	1
All other	24	21	31	42	14	24
Don't know	1	—	7	—	—	—
No answer	18	13	10	23	14	19

Q. How much more would you have to earn annually to live in America in the same style you live (lived) in while abroad?

Analyzed by respondents whose present assignment is:

	Total	Europe, Africa, or the Near East	The Far East, Australia or New Zealand	Canada or Latin America	Russia— Iron Curtain Country	The United States
Number of respondents	448 (100%)	76 (100%)	29 (100%)	31 (100%)	7 (100%)	315 (100%)
Same or less	13	15	24	16	14	13
1—20% more	12	17	17	10	—	10
21—40% more	16	17	—	23	43	15
50% more	16	20	17	29	—	15
100% more	18	20	24	6	29	18
200% more	7	5	14	6	—	8
500% more	1	—	—	—	—	2
Over 1000% more	0	1	—	—	—	—
No answer	17	5	4	10	14	19

Q. How far did you go in school?

Number of respondents	Total 448 (100%)
Grade school	% 1
High school, no degree	5
High school degree	4
College, no degree	26
College degree	33
Graduate work	16
M.A. or Ph.D.	13
No formal school	1
No answer	1

Q. Did you take an undergraduate journalism course?

Asked of respondents who went to college—88% of total sample.

Number of respondents	Total 448 (100%)
Number of respondents	% 395
No	66
Yes, and it was:	33
Worth while	21
Not worth while	11
No answer	1
No answer	1

Q. Did you take graduate journalism? Asked of respondents who received a college degree—62% of total sample.

Number of respondents	Total 280 (100%)
No	% 82
Yes, and it was:	12
Worth while	10
Not worth while	2
No answer	6

(Continued on page 68)

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Cordially,

Lee K. Jaffe

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RESULTS OF THE POLL—concluded

Q. Have you ever been shot at in the line of duty?

Number of respondents	Total 448 (100%)	Analyzed by	
		Male 398 (100%)	Female 41 (100%)
No, have not been shot at	37	35	54
Yes, have been shot at	55	58	34
In World War I	4	5	—
In World War II	34	37	12
In Korea	10	10	2
Revolution in:			
Spain	4	4	3
Hungary	1	2	—
South or Central America	4	4	7
Other	16	17	10
No answer (where shot at)	2	2	2
No answer (whether or not shot at)	8	7	12

Q. What is the nationality of your wife (husband)?

Q. What nationality women (men) make the best wives (husbands)?

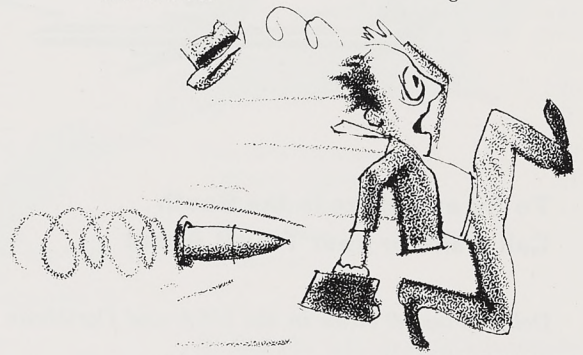
Number of respondents	Total 448 (100%)	Analyzed by	
		Male 398 (100%)	Female 41 (100%)
Nationality of wife or husband			
American	72	75	61
Other than American	13	14	5
No answer	15	11	34
Nationality that makes for the best wives or husbands			
American	39	36	76
Other than American	30	34	2
No answer	31	30	22

Q. When will man reach the moon?

Number of respondents	Total 448 (100%)
	%
This year	1
2—3 years	17
4—5 years	16
6—10 years	26
11—15 years	13
Over 15 years	16
Never	2
No answer	9

Q. Your editor says "go on the first trip" (to the moon). Would you take the assignment?

Number of respondents	Total 448 (100%)
	%
Yes	37
No	55
No answer	8



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RESULTS OF THE POLL—concluded

Q. How often do you attend a place of worship?

Number of respondents	Total 448 (100%)
	%
Weekly	17
Monthly	13
Once or twice a year	39
Never	28
No answer	3

DISTRIBUTION OF RESPONDENTS

Sex	
Male	89
Female	9
No answer	2
Age	
20—29	3
30—39	25
40—49	39
50 or over	32
No answer	1
Grew up in:	
A big city	44
A medium city	22
A small city	15
A small town	21
The country	8
No answer	1
New England	12
Middle Atlantic States	40
South	7
Southwest	3
Middle West	22
Northwest	2
Far West	7
Foreign country	14
No answer	2



ELECTION RESULTS

President

Tom Whitney	608 (E)
Cecil Brown	267

Vice-Presidents

Henry Cassidy	621 (E)
John Wilhelm	537 (E)
Inez Robb	476 (E)
Larry Newman	443
Cornelius Ryan	359

Governors - 2 years

Harrison Salisbury
Ansel Talbert
Larry LaSeuer
Richard de Rochemont
Pauline Fredericks
Will Oursler
Will Yolen (1 year)
Sigrid Schultz (1 year)

Alternates

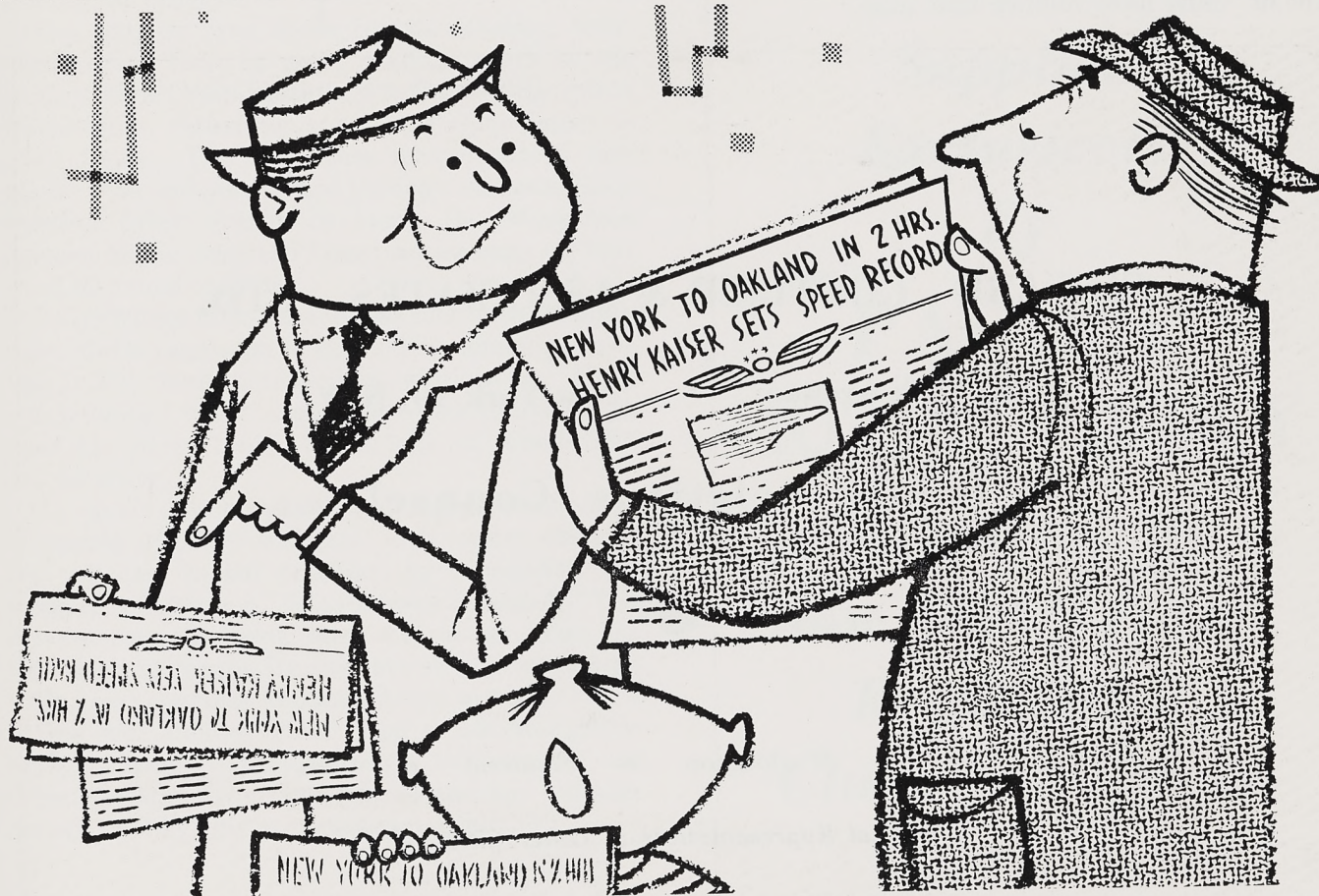
John Day
William Ryan
Matt Huttner

Secretary

John Luter	785 (E)
------------	---------

Treasurer

A. Wilfred May	550 (E)
Dorothy Oumansky	293



"I guess he HAD to! He had a lunch date in both places!"

Michener

(Continued from page 40)

course of the next thirty days he talked at length with hundreds of men and women who had been involved in the revolt. He checked, double-checked and triple-checked their stories. One man's story led to another. And that man's story led him still further.

On many nights after an evening's interviewing was completed, Michener went out with other American correspondents to the Hungarian border, and beyond it into Hungary, and guided the refugees across the bridge at Andau to freedom.

He began writing in mid-November, a few days after the Soviet tanks had crushed the revolt. Few, if any, pieces of reporting covering a great historic event in such detail have ever been written so quickly, yet so well. By December 20, the full text, 80,000 words, was in the editor's hands.

"The Bridge at Andau" appeared in the March, 1957, issue of the magazine and was carried in 13 foreign-language editions as well. The Digest gave 40 pages to it.

After the Digest story was on the newsstands, Random House brought out the expanded text as a book, which became an immediate best-seller.

Although he considers himself primarily a novelist, Michener said after the Andau story, "I feel committed to write about the events of my time. I'm that sort of a guy." "The Bridge at Andau" must have fulfilled that urge.

Truman

(Continued from page 13)

sometimes. But it doesn't do me a bit of good because I can't get even with you.

I could go on for hours telling you stories about the relationships between the press and our Presidents—it would take us several sessions for, to my mind, it is one of the most neglected and overlooked subjects in our history. I know it has always fascinated me, particularly so because I am very much interested in the battle that you gentlemen of the press make to preserve your freedom and the right to say anything that is not slanderous or libelous.

One thing is clear; when you attack the heads of government you maybe make them toe the line, but you really aren't doing them any harm. The truth is that you are making them historically important. You gave me hell from start to finish, but I went right ahead and did what I thought was right.

I didn't care what you said about me as long as you couldn't prove that I was wilfully doing what was wrong. You couldn't prove your statements. Only history can decide by the results of actions whether they were right or wrong.



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Lisa Larsen

(Continued from page 34)

chip cookies from Moscow, Commisar Vodka, caviar, bread, cheese and Mongolian sausage.

Her diet was to vary beyond these staples, however. The hospitality of the nomads of the plains and deserts was friendly and constant. In their white domed tents they welcomed her with bowls of Kumis, the fermented mares milk, the national drink. Occasionally, a ceremonial feast was staged in her honor.

"A huge white enamel wash bowl was placed in the center of the table," Miss Larsen recalls of one such feast, at the Orkhon state farm. "In the center of the bowl was an animal's head. It looked like a dog. Upon closer inspection it turned out to be a slender sheep's head.

"I was handed a sharp knife. Under instructions of the farm manager, I carved a slice including the sheep's eye and placed it on a plate. Then the manager instructed me to cut off the sheep's ear. 'You may choose now,' I was told. I obeyed instinctively and reached for the ear, relieved I had not been ordered to eat both.

"The ear was no larger than a plum. It had a dark brown tough skin through which I had to bite to get to the meat. I took my time consuming this delicacy, giving my host a chance to witness this act of enjoyment."

The journey was made in two Russian four-wheel drive Pabirda cars, heading north to the Orkhon river, then southwest to Tsetserlig, and to Karakorum, returning across the Gobi desert to Ulan Bator. The cars were driven across vast plains, over mountains and through streams. Each evening after dinner in camp the Mongolian drivers busily repaired tires; an average of four were flattened each day.

Everywhere Miss Larsen was met with friendliness, and a readiness to pose. The nomad's greeting, in this land of travellers, was always "Have you travelled well?", followed by an invitation to visit his yurt (tent), to partake of Kumis and conversation.

"A spirit of comradeship, of independent souls, of people who live with and love nature—this is the welcome carpet extended by Mongolian nomads to a foreigner," Miss Larsen reported. "You drive across the fields, meet a stranger. You are his friend instantly. He answers all your questions with great courtesy and asks a few himself."

One such sudden friend cited an old Mongolian saying: "Our country is large, but anyone can cross the land from one side to another without money. Everybody will give you a meal."

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Correspondents' Fund

(Continued from page 19)

In fact, the Fund's trustees viewed the plan with great caution. It was a hard sell. The Fund had gone through a previous fund-raising effort which backfired—its fingers were burned—and besides the trustees were not at all sure they were empowered to collect public money and put it into real estate. Nevertheless, convinced at last the plan could work, the Fund agreed to participate.

It was also necessary to get the approval of the Club's governors. President Gray laid it on the line: "Either we go all-out now to create a fitting home for the club by building this Memorial Press Center, or we forget it for good." The Board of Governors quickly approved the plan, and risked \$10,000 of the Club's meager assets to take an option on the house at 35 E. 39th Street. And on November 13, we received our favorable tax ruling from Washington. The fund-raising began on schedule a week later at a cocktail party in the Time & Life Building, and about \$60,000 was pledged by the end of that first evening.

The rest of the story is well known. The drive was a tremendous success, thanks finally to the production of the Club's first TV "spectacular," whose mainspring and m.c. was the Club's Past President (and Fund Trustee) John Daly. The \$95,000 received brought the drive's total receipts to \$364,269.62—raised at a cost of only \$17,000, perhaps the lowest in the history of fund-raising.

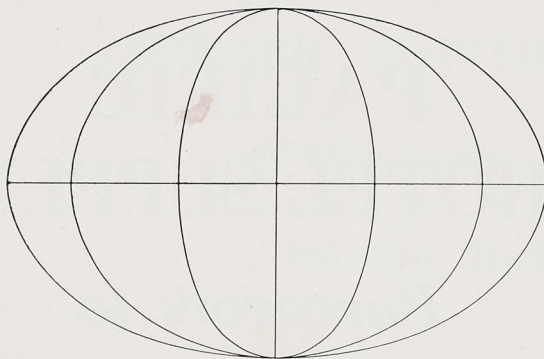
Both Club and Fund have moved up to the big league now. Where once the Club struggled to keep its membership around 650 and its finances from collapsing (the cash assets on one occasion a few years back fell to \$7,800), the membership has skyrocketed to nearly 1,900 and the Club's cash cushion is close to \$85,000. The Correspondents Fund, which in 1952 had only \$20,000, slowly collected over a decade prior to the launching of the memorial building program, now owns a building and furnishings valued at \$275,000, plus liquid assets in excess of \$90,000.

And how well has the Fund performed its prime function as a registered charity since it acquired this additional wealth? In the year ended April, 1956, it awarded grants amounting to \$2,576.00. In the following year ending April 1957 the grants were increased (they are not loans, but outright grants in aid) to \$7,804.54. The latest year's total grant figures are not yet in, but there are clear signs that the Recession is being felt in our world too, and the Fund may have ample need for all the extra cash it has mustered.

I should only add that contributions are still welcome, and, of course, still tax-deductible. We will try to use them wisely.

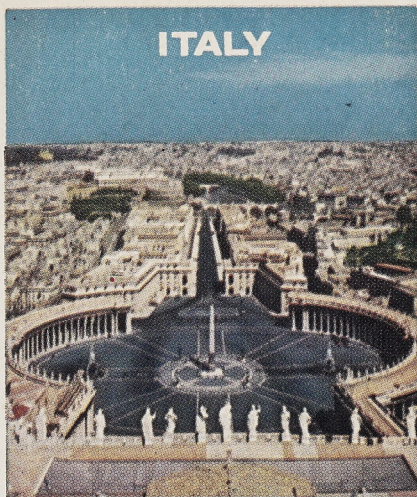


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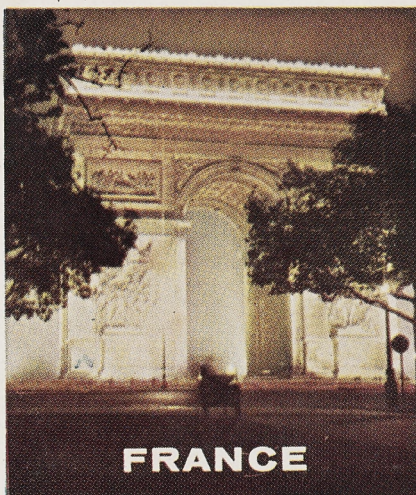
ENGLAND



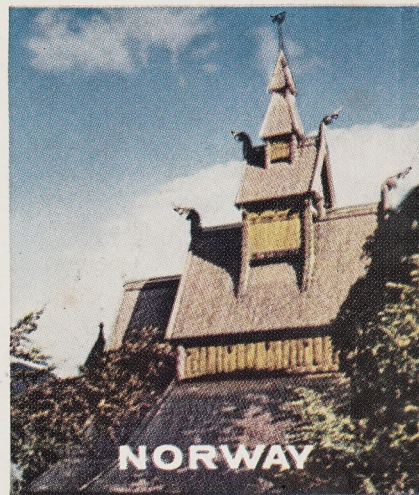
SWITZERLAND



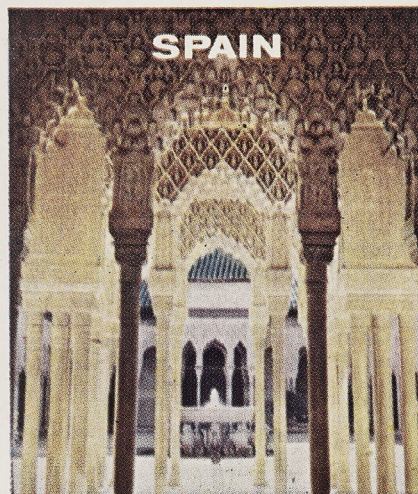
AUSTRIA



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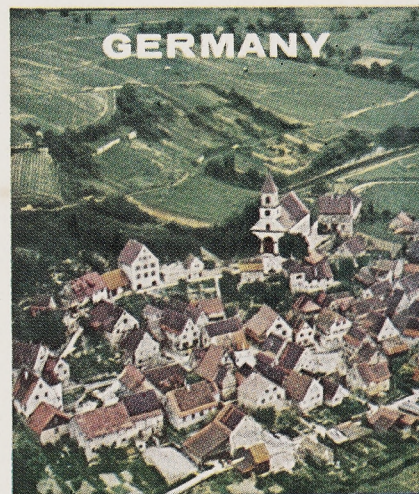
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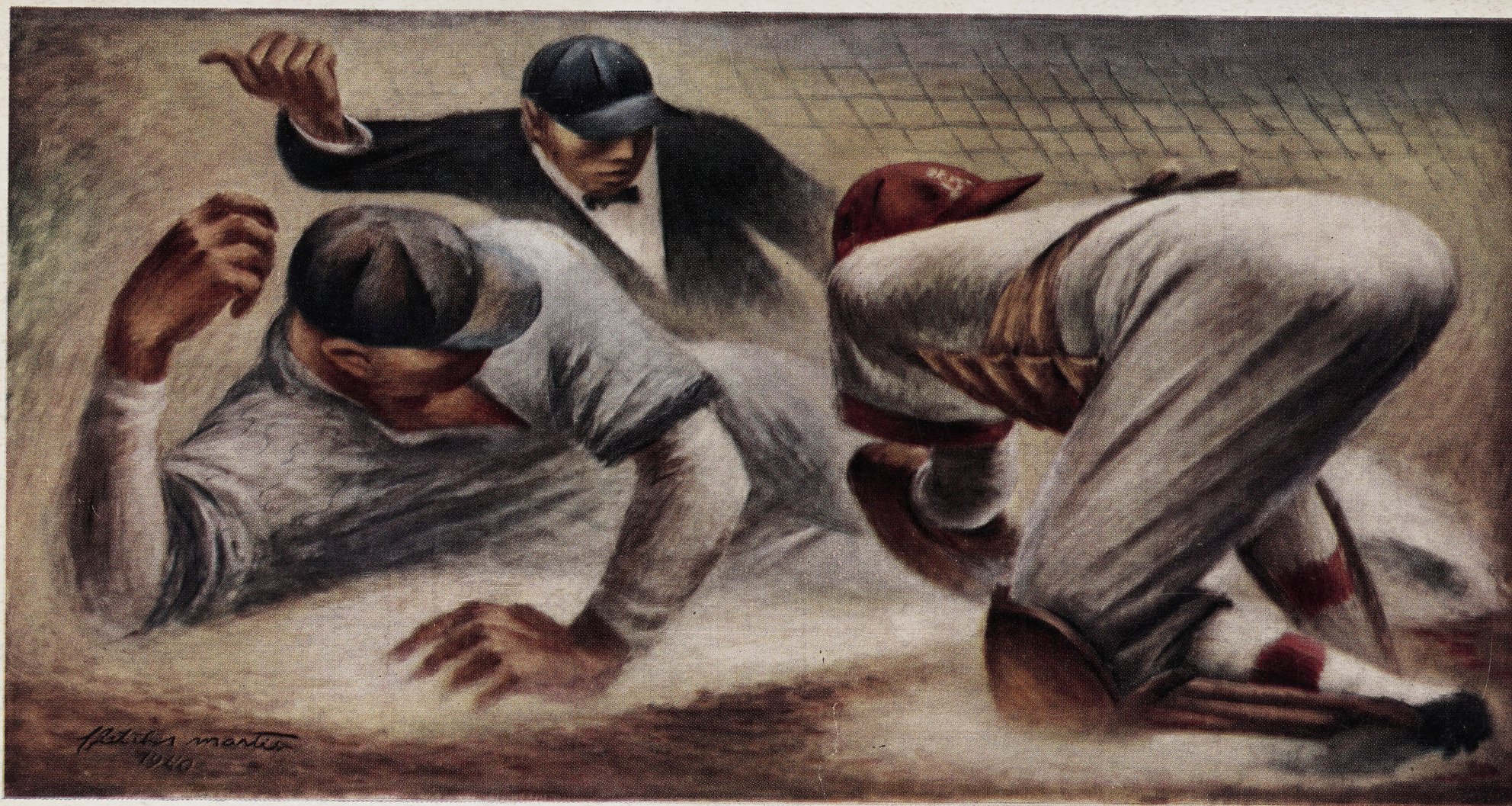
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Shown here is "Out At Home" by Fletcher Martin, one of many fine oil paintings, which contribute to a charming atmosphere as the proper setting for the best in food.